

The National
CLEANER & DYEYER
MAY, 1951



SALE OF USED RUGS MAKES SHOW SEASONS PROFITABLE Page 35

FOUR-STEP PROGRAM BOOSTS FINISHING PRODUCTION Page 50

PROPER INSULATION SAVES FUEL AND AIDS COMFORT Page 64

CLEANER'S BETTER JOB LURES LAUNDRY PATRONS Page 74

ABOVE: Customers can't resist peering through port-holes to peek at how *True Cleaners* wash in Columbus, Ohio. Openings give view of plant at work. See page 44.

**How to turn out
more washer loads...**



and save on filtering costs, too!



SPEED-CONSCIOUS dry cleaners have found that when they filter with Hyflo*, solvent flows freely . . . filter pressures stay low longer . . . and less time is wasted cleaning filter screens. Net result: more washer loads per day!

Hyflo works fast because this high speed filter powder has characteristics that are specially suited to dry cleaning requirements. Particle fineness is exactly right for trapping all dirt (lint, dust, and other solids). The crystal-clear solvent passes freely through the cake that builds up on the screen.

And here's another money saving advantage: Because Hyflo does such a thorough job, solvent requires distilling less often, therefore needs replacement less frequently. Your solvent recovery costs are lower, too!

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the 48-page Dry Cleaners' Handbook. It's full of valuable suggestions that will help you increase the efficiency of your filtering system and save money too. Johns-Manville, Box 290, New York 16, N. Y.



*Reg. U. S. Pat. Off.

Johns-Manville **HYFLO** the original
high speed Filter Powder



SYNTHETIC "SOAPLESS" SOAP

For Wet Cleaning—Spotting—Furniture
Cleaning—Sweaters—Fugitive Colors

Case (4x1 Gal.) . . . \$2.85 Per Gal.
One Gallon \$3.10 Per Gal.



"USE NEW C-50 AND
SAVE TIME, EFFORT, MONEY
IN YOUR CLEANING ROOM"



PACKAGED IN GALLON JUGS... NO
DRUMS TO TAKE UP VALUABLE SPACE

SOLVES YOUR STORAGE PROBLEM



CONCENTRATED
DRY CLEANING SOAP
by NU-PRO

C-50 HAS THESE 7 DISTINCT SUPERIORITIES

1. C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps
2. C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent
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4. C-50 solves your storage problems
5. C-50 is non-inflammable
6. C-50 is more economical
7. C-50 is 40% less costly

SO EFFICIENT . . . SO ECONOMICAL TO USE!

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ORDER TODAY AND BILL
THROUGH YOUR NU-PRO JOBBER

WHY MORE NEIGHBORHOOD DRYCLEANERS are buying



the NEW '52 fully automatic SEC!

Ask the enthusiastic cleaners who are coining more money with the New '52 SEC—"Why did you decide the New SEC is the best buy on the market"—and they will give you many, many reasons . . . All Good!

They'll talk about SEC's terrific hourly capacity . . . SEC's 900 r.p.m. extraction. They'll give you facts and figures on SEC's phenomenal economy and continuous automatic solvent recovery. Facts on SEC's sensible budget-purchase plan and the famous SEC service.

You get SEC-sational facts when you talk with SEC owners! Positive proof that SEC is far and away your best buy in the synthetic cleaning field. If there's a SEC owner near you . . . talk with him. And write to us for details—see for yourself why more neighborhood dry-cleaners are buying the New '52 SEC.



Everything you need in one compact unit
... The New '52 SEC ...



For Over 15 Years
Producers Of The Finest
In Synthetic Cleaning Systems.
SEC-e-matic Corp. 55 La France Ave., Bloomfield, N.J.
A General Precision Equipment Corporation Subsidiary

National CLEANER and DYER



VOL. 42

MAY, 1951

NO. 5

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Darned if Pearl Hopkins didn't up and get married! Changed her name to Mrs. Edward H. Freiberger. Boys, it took a lawyer to do what a lot of drycleaners, allied tradesmen and paper salesmen couldn't do. Do we have salesmen in this industry!

The mechanical part of Pearl's job as office manager can be filled. It takes years to replace her knowl-

Spring Sprung!



Pearl and Eddie

edge and background in the many facets of the publishing business and the drycleaning and laundry industries. Over period of 15 years she has worked in practically every department of THE NATIONAL CLEANER & Dyer and the *Starchroom Laundry Journal*. For an "inside" employee she probably has a wider acquaintanceship than anyone else in the industry.

Good luck, Pearl! Doggone lawyers, anyhow!

A small outfit like a trade paper has its limitations—such as limited opportunity for an ambitious young man! Hence it was only a question of time when John Dunn, our curly-headed Irish associate editor, would feel he had reached a dead end with us.

His name appears for the last time with this issue, as he moves over to a trade paper in another field.

Greener Pastures

Department Store Economist.

John's many friends in the industry will miss him, as will we who valued him as an unusually competent reporter and photographer. As for the NAPPRB, we have agreed to forward all correspondence about this noble cause. Good luck, John!—W.R.P.



NED WINTERSTEEN, General Manager

WILLIAM R. PALMER, Editor

GALINA TERR, Managing Editor

DAVID G. KAPLAN, Fur Editor

JOHN J. DUNN, Associate Editor

LOU BELLEW, Associate Editor

ROLLIN NELSON, Art Editor

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Eastern Advertising Offices, 204 E. 45th Street, New York 17, N. Y.; Telephone: Oregon 9-4000. William S. Crompton, Manager.

Midwestern Advertising Offices, 22 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-5566-67. Edward W. Korbel, Manager.

*Now 25¢ per Gallon
Less
Than 1948 Price*



It is only through the savings in overhead made possible by ever-increasing volume that we can sell Anolite at \$7.75 in cases today as compared with our \$8.00 case price in 1948. The current spiralling raw material market has taken its toll, but we are still 25c under 1948.

R. R. STREET & CO. INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS

MORE SMILES PER GALLON

Whether You Use

OR

SOLTEX



is STILL AVAILABLE to Regular
Customers in usual quantities

Sorry we have had to hold distributor's to 100% of
overage monthly since last November, as they ever bought be-
fore. We had to hold purchases of SOLTEX based on first
10 months of last November, to put SOLTEX on a quota
basis for equitable distribution control.
Obviously, we distribution control.

Please mention name of

sells you otherwise —

tells that you get it.

Please mention distributor.

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DRY CLEANING DETERGENT

New TEXSOL has all the advantages of SOLTEX plus the
satisfaction with water and color, uniformity, quick emul-
sion with purifying and removable from cleaning sol-
vent exactly the same manner as SOLTEX is used in
same low prices.

You can try New TEXSOL at our risk for we will
ship a 15 or 30-gallon drum freight prepaid and
SOI the most foolproof, efficient, low cost dry-
cleaning detergent, just send it back by motor
freight collect for full credit. You can't lose!

TWO FINE
RIVERSIDE
DRY CLEANING
DETERGENTS

How to make press pads that last longer

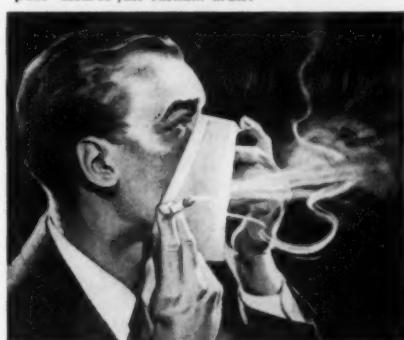


Make your top layers of AIRFOAM—Goodyear's time-proved latex cushioning! It lasts far longer than conventional materials, saves on maintenance, too.

AIRFOAM can be cleaned right on the press, saving time, speeding production. And its millions of interconnecting air cells assure full vacuum draw—with no steam escaping at the edges.

All these advantages make AIRFOAM a great money saver for your customers, a grand good-will builder for you. For further information, write: Goodyear, Airfoam Dept., Akron 16, Ohio.

AIRFOAM is so porous, you can blow cigarette smoke right through it. That's why it makes the best press pads—assures full vacuum draw!



Airfoam
SUPER-CUSHIONING BY
GOOD^YEAR
THE GREATEST NAME IN RUBBER

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

For May, 1951

When writing to advertisers please mention The NATIONAL CLEANER & Dyer

You gain four ways plus when you

Digest before wet cleaning

2

of a
series
of four

AVOID HAZARDS OF HARD SCRUBBING

Heavily soiled garments often suffer yarn slippage or fraying, etc., due to hard hand scrubbing. This can be successfully avoided by pre-loosening albuminous spots and stains in the RSR digesting bath. Garments that are first treated in the bath readily respond to a gentle sudsing operation followed by light rinsing.



Don't risk injuring garments. Follow this simple rule . . . "If it's soiled enough to be wet cleaned—put it into the digesting bath to begin with!" Digest before wet cleaning and you'll not only save time, trouble and labor but you'll send garments to the Finishing Department in the best possible condition.

Send for advance proofs of series
showing 4 ways you will gain by
"Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK



Gliding Gladys Says . . .

Add this UNIPRESS shirt laundry
and watch your VOLUME and PROFITS grow!

TOP QUALITY
GUARANTEED
This UNIPRESS
the work of
two presses.

IRONING



PLUS FULL YOKES
(Eliminates a separate
yoke press)

Manufacturers of Laundry Power Presses and Equipment

The **UNIPRESS** Company

Distributors in
All Principal Cities
in the United States,
Canada and
Foreign Countries

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Get Complete Details . . .

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 2 Girl 3 Press Shirt Unit, or . . .
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Street Address . . .

City . . . Zone . . . State . . .



Only 3 girls receive,
mark, wash, finish, sort
and wrap 2400 regular
or sport shirts per week.

The trend is toward adding a shirt laundry to increase volume and earnings, but adding a Unipress Economy Shirt Laundry will give you advantages over any other laundry. Only *Unipress* can offer you the famous 2 Girl 3 Press Shirt Finishing Unit that saves you up to \$460 on the original equipment by eliminating a separate yoke press. Only *Unipress* gives you floor space savings up to 32 square feet per unit. Only *Unipress* gives you gliding action, floating buck for equalized pressure, simplified operating mechanism, and numerous other long-life features that assure top quality finishes for all regular or sport shirts as well as increased production and operating economies that pay for the laundry quickly.

Make more money. Investigate a *Unipress* Economy Shirt Laundry today.



Manufacturers of Laundry Power Presses and Equipment

The **UNIPRESS** Company

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All Principal Cities
in the United States,
Canada and
Foreign Countries

2800 LYNDALE AVE. SO., MINNEAPOLIS, MINN.

MINNEAPOLIS



LETTERS

to the editor



Water Backs Up

Dear Editor:

I recently purchased an interest in a drycleaning plant, but I am having problems which I cannot correct. We are having trouble with water backing up through the head and buck on our presses when the tumbler is in operation, and even slightly when the boiler is generating steam.

We carry 80 lbs. pressure, and keep the water supply about one-third or less visible in the sight glass. We have a 10 hp. boiler (oil-burning), package cleaning unit, spotting board, silk finishing press and steam iron, and a utility press. All equipped with 125 lb. traps and

and is the return tank marked "supply tank" on your boiler vented to the atmosphere? It should be vented.

The return connection on your particular boiler is $1\frac{1}{2}$ inches and your return line is $\frac{3}{4}$ inch which is rather small. If you repiped the installation using 1 inch for steam and $\frac{3}{4}$ inch for returns covering the steam line and made sure you had a trap on the tumbler and that the tumbler wasn't too big for the boiler, you would most likely find the problem solved.—EDITOR.

Rug Cleaner Applauds

Dear Editor:

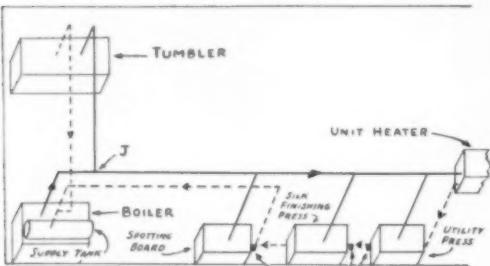
Tonight I got the fireplace going and tried to catch up on a few magazines.

Frankly, I had intended to pass up a renewal of my subscription but your editorial and the excellent reporting job [of the NIRC convention] has changed all that. I feel that I have enough stamina and whiskey for the next three years. Please bill me accordingly. That's the least I can do for the swell job you did in the March issue. A good point driven home.

I am proud of the progress our industry has made and know you will play an increasingly important part in that progress.

JOHN A. LEAVITT

Hartford, Connecticut President, John Leavitt, Inc.



check valves. All equipment is set on the same level, making an overhead return system necessary. All piping is $\frac{3}{4}$ -inch, except the return system which is $1\frac{1}{2}$ -inch pipe. There is also a separate return on the tumbler, and a $\frac{3}{4}$ -inch return on presses.

Am enclosing a diagram of the plant, hoping you can give me some information.

Crosby, North Dakota

ARTHUR RODVOLD

As we look at your sketch we see the machinery is all connected to the same $\frac{3}{4}$ -inch steam line and the tumbler gets the steam before the other equipment.

The tumbler takes a lot of steam. If a steam gauge were installed at the presses you would find it low or maybe even a vacuum when the tumbler is pulling.

This lowered pressure at the presses because the tumbler is hogging the steam means that the condensate is not pushed out of the presses through the traps and backs up in the presses.

Your sketch shows no trap on the tumbler return line. If this is the case, pressure would back up through the tumbler to the traps at the presses, and do the same thing as reduced pressure on the steam side of the presses. The tumbler needs a trap.

Another approach to this problem is that your particular 10 hp. boiler has a steam outlet of 1 inch. Installing a 1-inch line, which has 75 percent more capacity than a $\frac{3}{4}$ -inch line, might give you the volume that would make it impossible for the tumbler to hog the steam. It need only be 1 inch from the boiler nozzle to the place marked "J" on your drawing. From there a $\frac{3}{4}$ -inch line to the tumbler and a $\frac{3}{4}$ -inch line to the presses would do.

Do you have a condensate pump on the boiler for boiler feed

Another Way To Ease Zippers

Dear Editor:

In reference to the article "Shot in the Zipper" on page 30 of your March issue:

Here is the way we handle this knotty problem. We use tailor's wax crayon to rub on zipper and slide. A small amount of steam will make any extra marks disappear and leave plenty of wax on the zipper.

We also use this crayon on our slick rods and on the slides of our pants stretcher.

D. G. SHELTON

Hobart, Oklahoma

Shelton's Cleaners

Excuse It, Please!

Dear Editor:

Excuse it, please—the letter I wrote you yesterday regarding the ambiguity of the article on the "All-Woman Plant" in the March issue. On a third reading of this article the writer evidently means that this plant gets five packages per day from out of town. The way it is written it first gives the impression that their entire average might be five per day. That paragraph is not written as clearly as most of your articles are.

Thanks for listening!

G. W. VOEGELI

The Parisian Cleaning Company, Inc.
Muskogee, Oklahoma

Excuse it, please, Mr. Voegeli! This happens when we try to talk with our hands.—EDITOR.



Problem

Yes, it's coffee the man is spilling on his suit. And he may have spilled some gravy and fruit juice on it previously. He sends the suit to you to remove *all* these stains.



Solution

Here's where BUCKEYE WET SPOTTER comes to your aid, quickly and economically. It not only dissolves and removes these stains but will also remove blood, perspiration and many other obstinate stains.



Results

When you return the suit to the man he'll be delighted with the results you've given him. And BUCKEYE WET SPOTTER can help you solve many other problems like this.

BUCKEYE
WET SPOTTER

THE DAVIES-YOUNG SOAP COMPANY, Box 995, Dayton 1, Ohio

Please send a free sample of BUCKEYE WET SPOTTER, prices and complete instructions for its use.

NCD-551

NAME.....

ADDRESS.....

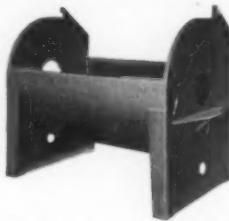
CITY..... ZONE..... STATE.....



INVESTMENT-WISE
DRY CLEANERS
BUY
BUCKEYE

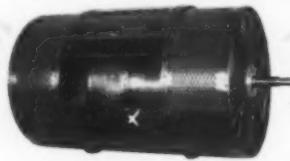
Now Built BETTER THAN EVER...For Finer Quality, Faster Cleaning

TUB HEADS FORMED BY END FRAMES
WELDED INTO RIGID, ONE-PIECE UNIT



Tub heads of the new streamline-designed BUCKEYE are formed by the sturdy, one-piece, steel end frames. Ends of bottom tub sheets are welded to the end frames, and the sheets are welded together along their entire length, forming a rigid, one-piece, leakproof unit.

ELECTRO-THERM WELDED, ALL-STEEL CYLINDER
WITH BUILT-IN "DOUBLE-ACTION CLEANSING"



Welded, all-steel cylinder has closely spaced, double-embossed perforations which allow thorough circulation and surge of solvent up through the load as the cylinder rotates. Closed-back, perforated ribs carry solvent upward and shower it down onto and through the load with each rotation of cylinder. This two-way surge and shower of solvent produces BUCKEYE'S famous "Double-Action Cleansing" which cleans more thoroughly in less time.

For years, dry cleaners who wanted a washer built to give long, dependable service . . . a washer that would turn out top quality cleaning load after load in the least time, have been enthusiastic BUCKEYE buyers and boosters.

Now, with BUCKEYE'S improved, advanced design, investment-wise dry cleaners are, more than ever, convinced that BUCKEYE is by far the best washer buy per dollar invested.

You really have to own a BUCKEYE to fully appreciate its superior performance . . . how beautifully and quickly it cleans the heaviest woolens or dainty dresses . . . its built-in stamina and day-after-day, low-cost operation. But, just check a few of BUCKEYE'S built-in, "better buy" features listed below, and you will see why BUCKEYE is the unanimous choice of dry cleaners who know and insist on the most value for their money.

**MORE BUCKEYE
"BETTER BUY" FEATURES**

- Opposing cylinder doors with single-handle, wedge-type latches, and maple unloading shelves.
- Rugged, forged steel cylinder gudgeons operating in fully enclosed, outboard roller bearings.
- Visual Spotting Indicator for spotting cylinder without opening tub door.
- Hinged brass unloading apron and drain trough.
- Flange-sealed tub door with handy Bar Lock, and hinged Supply Trough.*
- Solvent Level Indicator*, and Overflow Piping.*
- Safety Relief Door and Static Grounding Device.
- Automatic Steam Fire Extinguisher and Tub Door Closing Device.*
- Direct or Belted Explosion-Proof Motor Drive; end or elevated header Belt Drive.
- 8 sizes: 30x40" to 42x84" (50 to 200 lbs. dry wt. capacity).

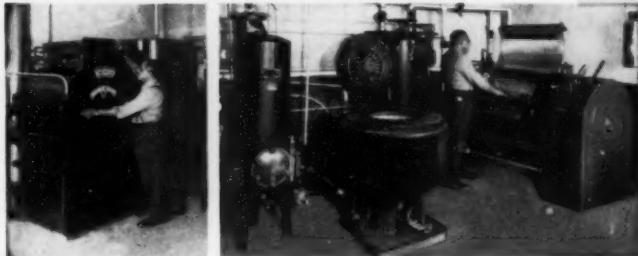
*Optional

...the washer that makes these units the best dollar-for-dollar values

● No matter what their local restrictions are for petroleum solvent cleaning, when *investment-wise* dry cleaners need a complete, self-contained unit, they choose ZURON or NOEX . . . with the better-built, faster cleaning BUCKEYE Washer.

ZURON UNIT with BUCKEYE for Stoddard Solvent

In starting a new dry cleaning plant, Mr. John R. Edwards of Edwards Cleanatorium, Detroit, Mich., states, "After 25 years experience in running cleaning rooms for others, I chose the American ZURON Unit over all makes". Quality cleaning with ZURON Unit, shown in two views, including 30x48" BUCKEYE Washer (right), quickly built up volume for Mr. Edwards' new plant.



Compactly engineered, self-contained ZURON Units include American BUCKEYE Washer, Solid Curb Extractor and ZONE-AIR Tumbler, complete with Filter, Still, underground or aboveground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping.

Wide range of sizes, with machines in balanced capacities for low-cost production of finest quality cleaning. One or two-washer units with individual, explosion-proof motor driven machines; or explosion-proof, belted-motor, group drive.



NOEX UNIT with BUCKEYE for 140° Flash Solvent

Underwriter-Approved NOEX Units contain complete cleaning room equipment engineered for balanced operation to produce *profitable*, customer-pleasing dry cleaning on a quick-service schedule.

In addition to BUCKEYE Washer, NOEX Units include American Solid Curb Extractor and NOEX Tumbler, with Filter, Still, aboveground or underground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping. Available in wide range of sizes with one or two washers, either individually motor driven machines, or belted-motor group drive.



One of 2 NOEX Units with 30x48" BUCKEYE Washers at Brighton Laundry Co., Inc., Brooklyn, N. Y.

For More Profitable Operation Through American's Advanced Engineering . . . buy BUCKEYE, the best washer value per dollar invested, or an American complete cleaning room unit with BUCKEYE . . . The ZURON Unit for Stoddard Solvent Cleaning, or the Underwriter-Approved NOEX Unit for 140° F. Solvent.

WRITE TODAY, for new, fully illustrated catalogs on the BUCKEYE Washer, or ZURON or NOEX UNITS. They're free for the asking.

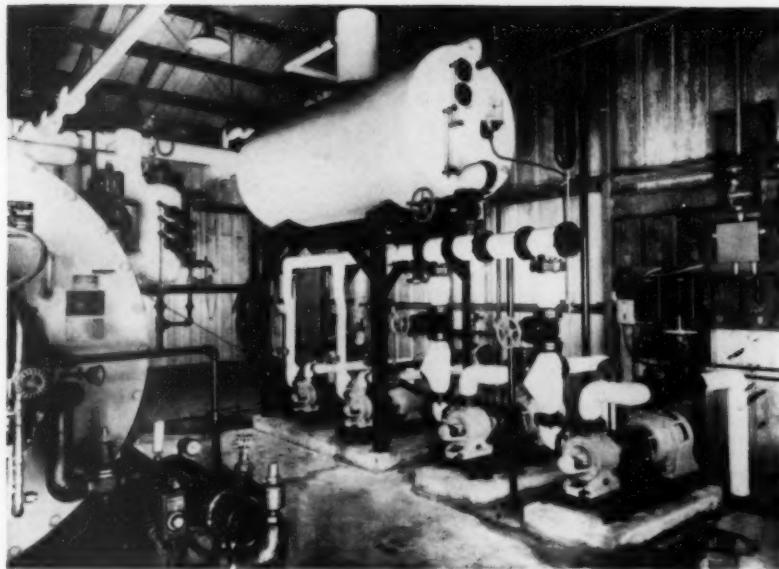
DRY CLEANING DIVISION

The

AMERICAN

LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



Schaub Duplex Desalter System, installed in a new Pacific Northwest plant, handling one 100 H.P. and one 500 H.P. packaged boilers, 150 lbs. working pressure.

You Get **MORE** in a

SCHAUB

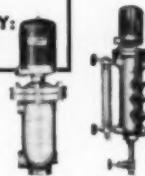
BOILER RETURN SYSTEM

THIS EXCLUSIVE COMBINATION
OF "Plus Values" TELLS WHY:



Schaub Master-Bilt Turbine Pump

Patented fleximatic shaft seals and prelubricated ball bearings mean no packing and no greasing — ever! When you install a Schaub Master-Bilt Pump you can forget about it.



Ultra-Dependable MAGNETROL
Boiler Water Level Control

Combination pump control and low water safety cut-off. Friction-free Magnetrol assures boiler safety. No bellows to stiffen; no packing in head; no tricky electrode circuits to fail. All models approved by Underwriters' Laboratories, Inc.



Chromesoid-Lined Receiver

10-year guarantee against corrosion. Schaub engineers developed Chromesoid lining by working with leading chemical researchers. You're protected against costly and premature replacements. No more rust-clogged systems.

Each of these, along with other features, combine to produce the high overall efficiency, economy and long-lasting service characteristic of every Schaub System. Operators who buy on the basis of facts and performance find that they get more out of a Schaub

System because a Schaub System has *more to give them*. When a Schaub System is compared with any other, the *least difference* is the difference in price! That's just another way of saying you *pay less per year for a Schaub System.*

Know the Facts! Schaub also builds Patented Horizontal Recirculation and Spray-Type Desalting Systems for exacting requirements from 10 to 1000 boiler horse power. Write for our free catalog, Catalog No. 55 which gives more information on all types of Schaub Systems.



FRED H. SCHAUB ENGINEERING CO.

2113 S. Marshall Boulevard

Chicago 23, Illinois



This Summer Keep Fatty Acid Out of the Picture...with

Summer time is solvent-odor trouble time for plants that don't use MAGNESOL®.

For Summer brings perspiration-soaked garments to foul up your solvent, to load it with odor-forming Fatty Acid that filter powder just can't remove. And that's just the time you hate to fire up a still in an already overheated plant.

A sure way to eliminate the risk of solvent-odor trouble and the need for frequent, costly distillation is to use an all-MAGNESOL® filter cake end to add MAGNESOL to every load. Then you know you've ended solvent-odor trouble once and for all.

On the filter, MAGNESOL works two ways: It traps solid soil just like filter powder. But it simultaneously adsorbs dissolved impurities, literally pulls out the dissolved fatty acid. In one fell swoop, it filters, decolorizes and "sweetens". Only clear, clean, low acid-number solvent flows back to your wheel.

Try MAGNESOL as directed this Summer and you, too, will become a year-around user.



MAGNESOL is a registered trade mark of
Food Machinery and Chemical Corporation for
its magnesium silicate adsorbent powder.

WESTVACO CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
GENERAL OFFICES • 405 Lexington Avenue, New York 17
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ST. LOUIS, MO. • LOS ANGELES, CALIF. • NEWARK, CALIF.



SIGNS of the times



DEFENSE DATA

Status of Textile Maintenance Industries: On March 23 a conference was held between Manly Fleischmann, administrator of the National Production Authority; Lewis A. Weiss, director of the Office of Civilian Requirements, and a committee of the textile maintenance industries comprised of Orval A. Slater, San Antonio; Jack Quigley, Chicago; Les Miller, Buffalo, and George Klinefelter, Baltimore.

As a result of the conference, the NICD reports, the industry committee was reassured that proper consideration would be given to the industry's problems. The Office of Civilian Requirements will be primarily responsible for the needs of the textile maintenance industries. The Bureau of Industry Operations will establish a separate division, the Service Equipment Division, which will have a branch to handle drycleaning and laundry machinery problems.

Importance of Record Keeping: The NICD reminds drycleaners that inspectors of the Office of Price Enforcement are checking businesses to see that the record-keeping requirements of the ceiling price regulation are being met. For this reason, it is important to have available a detailed statement of services and ceiling prices during the base period (December 19-January 25). While the records must be on hand, it is not necessary for drycleaners to file ceiling prices with the OPS.

According to a release from the Office of Price Enforcement, records (as they apply to service industries) must show prices charged for all services delivered or offered for delivery during the base period; a statement showing the categories of services; a ceiling price list describing in detail each separate service; a statement of customary price differentials and different classes of purchasers in effect during the base period. Each seller must continue to prepare and keep all records of the kind he customarily kept showing prices charged for all services. Also, he must prepare records showing the basis for determining ceiling prices for services he did not sell during the base period.

How To Apply for Construction Permit: Applications for construction to cost less than a million dollars and use less than 50 tons of steel should be submitted to the nearest Department of Commerce field office authorized to act on it. The required forms (NPAF-24) may be obtained from any Department of Commerce Field Office.

Authorized field offices include the following regional offices:

- | | |
|-----------|---|
| Region 1. | 1800 Customhouse, Boston 9, Mass. |
| Region 2. | 42 Broadway, New York 4, N. Y. |
| Region 3. | 1015 Chestnut St., Philadelphia 6, Pa. |
| Region 4. | 801 E. Broad St., Richmond 19, Va. |
| Region 5. | 50 Whitehall St., S. W., Atlanta 3, Ga. |
| Region 6. | 925 Euclid Ave., Cleveland 14, Ohio. |
| Region 7. | 332 S. Michigan Ave., Chicago 4, Ill. |
| Region 8. | 401 Second Ave., S., Minneapolis 1, Minn. |
| Region 9. | 911 Walnut St., Kansas City 6, Mo. |

Region 10. 1114 Commerce St., Dallas 2, Texas.
Region 11. 142 New Customhouse, 19th and Stout Sts., Denver 2, Colo.

Region 12. 555 Battery St., San Francisco 11, Cal.
Region 13. 909 First Ave., Seattle 4, Wash.

Also, authority is delegated to the following district offices:

- | |
|---|
| 103 S. Gay St., Baltimore 2, Md. |
| 230 W. Fort St., Detroit 26, Mich. |
| 310 San Francisco St., El Paso, Tex. |
| 135 High St., Hartford 1, Conn. |
| 602 Federal Office Building, Houston 14, Tex. |
| 311 W. Monroe St., Jacksonville 1, Fla. |
| 312 N. Spring St., Los Angeles 12, Cal. |
| 229 Federal Building, Memphis 3, Tenn. |
| 36 Northeast First St., Miami 32, Fla. |
| 333 St. Charles Ave., New Orleans, La. |
| 700 Grant St., Pittsburgh 19, Pa. |
| 520 Southwest Morrison St., Portland 4, Ore. |
| 327 Post Office Annex, Providence 3, R. I. |
| 1114 Market St., St. Louis 1, Mo. |
| 350 S. Main St., Salt Lake City 1, Utah |
| 118 Broadway, San Antonio, Tex. |
| 631 Federal Building, Louisville 2, Ky. |

An amendment to the construction order, M-4, defines the meaning of "construction cost" as the "total expense for demolition of existing structures in connection with a new construction, for site preparation, and for building materials, building equipment, labor and services used in the construction of the particular building, structure, or project, by whomever spent. It does not include the cost of personal property, or the expense for land acquisition, attorneys, architects and financing."

Wages in New Plants: General Wage Regulation 9 lays down rules for establishing wage schedules in new plants. In the case of a new plant of an existing business, wage rates must be the same as for the same or comparable jobs in the existing enterprise.

For an entirely new plant, wages cannot exceed rates for the same or comparable jobs in the same industry in the same local labor market area. If there is no such basis of comparison, the rates must be based on those in a comparable industry in the same labor market area, or on rates in the same industry in the most nearly comparable labor market area.

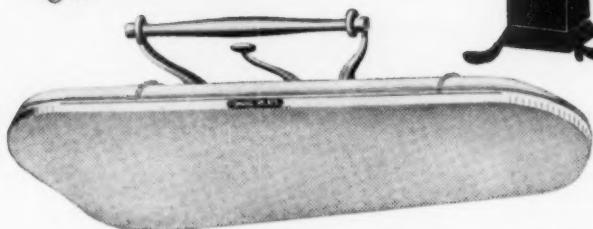
At least three weeks before the proposed date for hiring employees, a new plant must file with the nearest office of the Wage and Hour Division of the U. S. Department of Labor a report giving facts to establish that it is, in fact, a new plant; giving a schedule of wage rates for each job classification and explaining how they have been determined. If there is a collective bargaining agent, the report must include a statement of his agreement.

#

Federal vs. State Price Orders: A new factor has entered into the perennial legal battle waged by some California cleaners against the price-fixing powers of

A NEW PLATE
*makes your old press
 finish like
 a new one!*

© 1951



Make sure it's a DAVIS Plate **-only Davis can give you Fabric-Renewing Pressing**

A press is only as good as its plate. Replace worn-out plates now with brand new Davis fabric-renewing plates. It's the one sure way to keep your presses performing like new, at the finishing end. Davis Plates are made of bright, long-lasting aluminum . . . they get hot lightning fast, retain the heat to speed every pressing and drying operation. Because aluminum doesn't stain or get dirty, it can't soil light-colored fabrics. Because Davis Plates (utility-press size) have 300,000 perforations, they steam and press faster; steam spreads evenly over the entire pressing surface. The cushion of steam between the plate and the garment prevents shine and impressions. Davis Plates press any fabric, rejuvenate all fabrics, pay for themselves quickly in increased production alone. Don't wait—assure yourself of an adequate supply of Davis Press Plates now!

Hoffman XC05, 07, Pantex 45, N.Y. 42 and other 36" to 46" models. \$14.85
 Mushroom models . . . \$11.00 47" to 54" models 19.25

**Buy an Extra
 Davis Plate
 now—while
 it's available**

ORDER FROM YOUR SUPPLIER TODAY

Davis
 SPECIALTIES, INC.

MANUFACTURERS • CHICAGO 24

**Now is the
 time to buy
 HOSE too!**



**DAVIS Uniflex
 Leak-prufd Hose
 assures continued
 performance of
 your presses**

The best guarantee of uninterrupted operation of your presses is a set of Davis Uniflex Hose. Ordinary hose is brazed or welded and eventually springs a leak. Davis Hose has a patented leak-prufd fitting with mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is completed. Play safe—buy a set for every press.



**Made in all sizes for
 all models of cleaning
 and laundry presses**

the State Board of Dry Cleaners. Officials of the federal Office of Price Stabilization have ruled that dry-cleaners must continue to charge the same prices they charged during the December 19-January 25 base period, in spite of an order of the State Board on March 15 raising the minimum price to \$1.24. In other words, whenever price orders of state boards conflict with federal ceiling price regulations, the federal regulations prevail.

In an action separate from the ruling of the OPS, Superior Court Judge Molkenbuhr granted a San Francisco cleaner an injunction preventing the State Board from putting the minimum price law into effect. When a similar suit was brought by another cleaner, the jurist postponed arguments to a later date in order to consolidate the two cases.

Should the state superior court decide against the "cut rate" cleaners, the industry in California would be faced with the choice of defying orders of the State Board and losing their licenses, or defying the federal pricing order and paying a heavy fine!

#

Code Revision in Jackson: Proposed changes in the dry-cleaning ordinance of Jackson, Michigan, will be designed primarily to eliminate "fly by night" jobbers. The proposed revisions would also require drycleaners to carry at least \$1,000 insurance on clothing carried in trucks.

The city license investigator reported that jobbers who operate a drycleaning "business" from a truck, without a cleaning plant or established outlets, had been advertising phoney outlet addresses. The revision will recommend that a \$10 license fee be imposed on such jobbers and also on cleaning outlets set up by established firms under an assumed name.

Another proposed change would raise the license fee from \$2 to \$5 for established outlets and hat cleaners and up to \$10 for drycleaning collection depots.

#

Ohio Damage Analysis Report: The report of the Textile Research Laboratory of Ohio State University on garments analyzed during 1950 for the Ohio State Association of Dyers & Cleaners shows dye trouble as offender No. 1. Of a total of 612 cases analyzed (568 garment and 44 household fabrics), dye trouble accounted for 42 percent.

In this category were bleeding, fading and crocking, color change due to gas fading, and localized color damage. The most common causes for the last were cosmetics, perspiration, anti-perspirants and faulty spotting procedures. Gas fading accounted for 16 percent of the 243 garments showing dye trouble.

Next offender, with 15.7 percent, was chemical damage—holes and fabric deterioration due to contact with some chemical substance. The report explains that this is the most difficult type of damage to explain to the customer, since frequently the damage is not evident until after the mechanical action of drycleaning or the application of heat in finishing or tumbling.

Next in order were stains; mechanical damage, with a large percentage of yarn slippage; shrinkage or stretch; sizing and other finishing; insect damage; miscellaneous, including set wrinkles on resin-finished garments and staining from a plastic garment bag; fabric deterioration, particularly of household fabrics; graying; scorch, shine and holes; accessories, findings and interlinings, with discoloration from shoulder pads a leading cause of trouble; furs and leathers, and plasticizers.

Textile Research Program for College: Dr. Pauline E. Keeney of the Home Economics Department of the University of North Carolina at Greensboro reports that plans for a textile program for the woman's school are nearing achievement. The aim of the program is to train women to purchase textile products wisely and care for them properly.

Drycleaning and laundry laboratories are designed not to train personnel for those industries but to provide opportunities to study the serviceability of fabrics. Equipment includes a complete synthetic drycleaning plant, also both commercial and home-type laundry equipment. Research facilities for textile problems requiring physical and chemical analysis include a photographic darkroom, a conditioning room for tests requiring standard temperature and humidity conditions, a Fadometer, a research model Launder-Ometer and other test equipment.

According to Dr. Keeney, the new research facilities will make it possible to expand and develop many further projects.

#

Twelve-Months Volume Trend: The NICD's latest bulletin on industry dollar volume trends shows an increase of 4.14 per cent in the 12 months of 1950 over the year 1949, and of 4.49 per cent over 1948. The report covers 417 plants, with a dollar volume for the year 1950 of \$39,339,388.

Bureau of Labor statistics for the first nine months of 1950 indicate a 3.58 percent increase in average drycleaning and pressing prices over those of 1949. The 4.14 percent dollar volume increase for the entire year may be accounted for by a continued price rise between September and December 1950, the NICD points out.

Figures for December 1950 show a percentage increase of 5.07 over dollar volume of reporting plants in December 1949, and of 2.6 percent over the corresponding month in 1948.

#

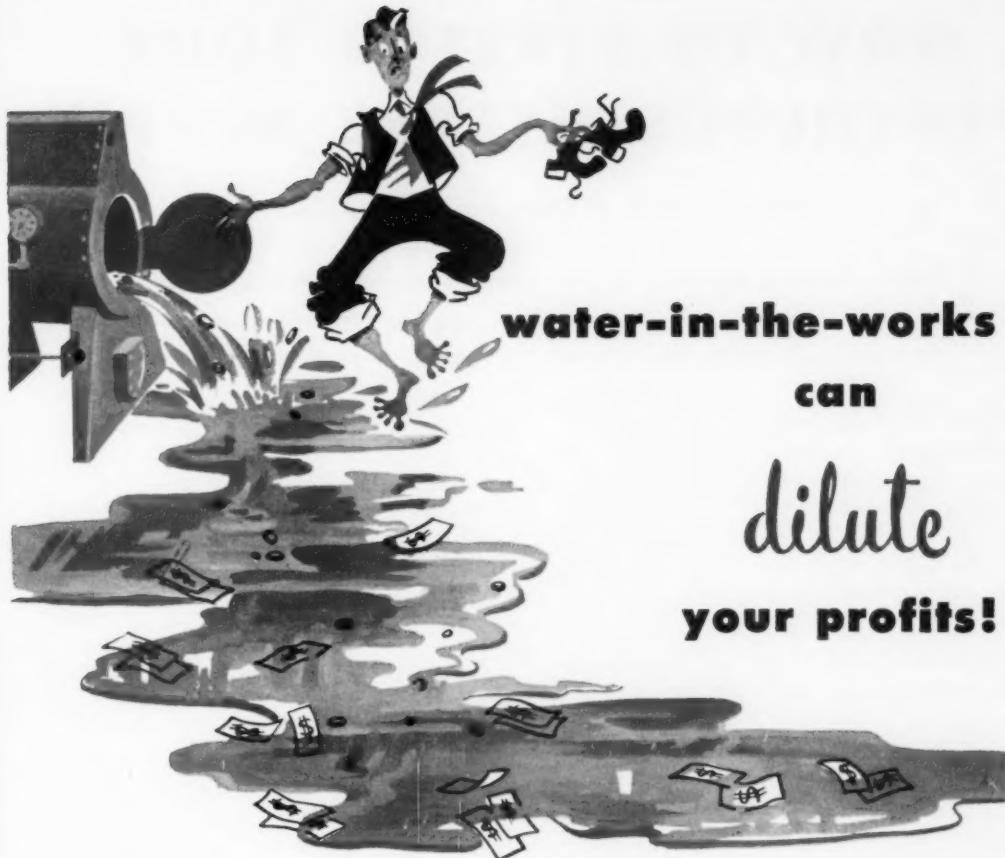
Public Service by Drycleaners: Julius L. Kuffler, head of I. Wohl, Wholesale Cleaners and Dyers, Long Island City, New York, has accepted the chairmanship of the Cleaners and Dyers Division of the New York USO Campaign, it has been announced by Alexander I. Henderson, general chairman of the drive. It is hoped to raise \$1,380,000 for the entertainment of servicemen expected to visit the city during 1951. Mr. Kuffler, a former NICD director, is also president of the Cleaners and Dyers Board of Trade of New York City.

James H. Fisher, owner of La Salle Garment Cleaners, Flint, Michigan, has been chosen president of the local Optimist Club. Mr. Fisher, who is active in civic, philanthropic and veterans' organizations as well as in industry groups, last January was given the annual distinguished service award of the Flint Junior Chamber of Commerce.

Among subscribers to a community fund to finance a new hotel in Norman, Oklahoma, are B. A. Clark Cleaners and G. and G. Cleaners.

Wardrobe Cleaners of Olathe, Kansas, presented a special window display in connection with the annual Red Cross campaign. A prize in a Red Cross window-display contest at Half Moon Bay, California, went to a safety window set up by the local Girl Scouts at Faultless Cleaners. One-hundred-percent employee participation in the Red Cross campaign at Manhattan, Kansas, was achieved by Nu-Way Cleaners.

Easter egg hunts seem to be popular in Kansas, ac-
(Continued on page 138)



**water-in-the-works
can
dilute
your profits!**

When excess moisture accumulates in your machine, it may produce corrosion of various operating parts and improper cleaning results. *A shutdown to correct the condition costs you time and money.*

To avoid "diluted profits" caused by excess moisture, let's investigate the causes of this condition. In hot drying recovery systems, it may be that the water separator is not working properly. In either hot or cold drying systems, condensation may be the criminal. No matter what the cause, the prevention

of moisture is more satisfactory than trying to remove it after accumulation. You'll find the complete story on excess moisture accumulation in No. 8 of the Dow manuals, "Common Problems and Their Treatment." If you do not already have the manual, your distributor can supply it.

Remember, too, a machine in top condition deserves a "top" solvent to give quality cleaning. Dow-PER, Dow's stabilized perchloroethylene solvent, will do the job better...faster.

USE DOW SOLVENTS

Dow-PER • DOWCLENE • CARBON TETRACHLORIDE

THE DOW CHEMICAL COMPANY
MIDLAND • MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada



HOW TO STRETCH YOUR PERCHLORETHYLENE SUPPLY

(and cut your fluid costs)

Now is the time to look over your cleaning operation. A careful check-up may show you a few places where you can conserve scarce fluid. Here are some of the things to check if you are using perchlorethylene:

LEAKY PIPE CONNECTIONS lose a lot of fluid. Inspect piping about once a week. If the connections aren't tight, or if you suspect a leak, a couple of turns with a pipe wrench will make connections tight, dry, and save fluid.



WORN OUT GASKETS in sight glasses and clean-out doors waste good fluid. Replace them when needed, but be sure that new gaskets are the right size and are solvent-resistant.



FAULTY PACKINGS IN SOLVENT PUMPS are a common source of waste. Repack if you have to, but be sure to use the right kind of packing. If you're not sure, the equipment manufacturer can tell you what kind you need.



TOO FREQUENT OR CARELESS FILTER CLEANING WASTES FLUID. Filters have to be cleaned, and it's

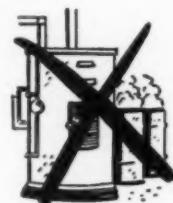


necessary. Excessive moisture is one of the causes of pressure increase. Select your soap carefully and use the right kind of filter clarification powder.

Keep it dry—in storage and in the cleaning room. Follow the manufacturer's advice about selection and use of filter powder.

And when you do clean the filter, do a careful job. Filters which cannot be backwashed to the still should be drained for about 12 hours before cleaning out the sludge. You can save a lot of solvent that way.

GOOD STORAGE CONDITIONS WILL HELP STOP WASTE. Perchlorethylene should be stored in a cool, dry place. Don't put it in the boiler room or near heat. Don't keep the bungs open any more than you have to, and when you screw them in, be sure they are tight.



These are just a few general suggestions that users of perchlorethylene may want to consider. The dry cleaner, of course, is the best judge of what economies can be made in his own plant. We will be glad to help you in every way to stretch your "Perclene" supply. A call or letter to our nearest office will bring specific advice on the operation of your synthetic dry cleaning unit. E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Dept., Wilmington 98, Del.

DU PONT "PERCLENE"

perchlorethylene solvent

THE QUALITY FLUID FOR ECONOMICAL SYNTHETIC CLEANING



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

YOU ARE LOOKING

at the most important advancement
in finishing methods in the history
of the cleaning industry



See it Demonstrated... Consult your Jobber or Write Direct

EXCELSIOR MACHINERY COMPANY
1454 RANDOLPH ST. • DETROIT 26, MICH.

Distributors in Principal Cities

BUSINESS BUILDERS



A Fold To Please a Sailor



NAVY JUMPER FOLD demonstrated by J. L. Warhol, former plant manager at Pensacola base, now owner of Quality Cleaners and Laundry of Warrington, Florida

Fold over once from the top of the jacket, one sleeve on top of the other. Then bring the sleeves together toward you, fold back away from you (see picture), and bring the cuffs back toward you. Next bring the collar down over the folded sleeves and then the bottom part of the folded blouse up over the sleeves.

"Hat Trick" Publicity



HATS ARE PRESENTED to two sports figures. Left to right: Biggie Munn, Michigan State football coach; Ted Sowle, coach of Catholic Central, Grand Rapids football champions; Mike Salhaney, Uptown Cleaners.

The Salhaney Brothers, Mike, Nick and Jim, owners of Uptown Cleaners and Hatters of Grand Rapids,

Michigan, have developed a neat publicity stunt based on the combination of three happy circumstances: (1) In hockey the scoring of three goals by one player in a single game is commonly known as the "hat trick," (2) Grand Rapids is a rabid hockey town, and (3) Uptown manufactures and sells men's hats.

During the past season the Grand Rapids cleaners awarded a new hat to any local player who accomplished the "hat trick." After netting three goals in a game, the player stopped at the plant to be fitted with a hat of his choice. At the first intermission of the next home game the award was made by an Uptown representative. On a couple of occasions as many as 5,000 people were present in the audience when an award was made. In all, the firm presented over 20 hats last season. It goes without saying that Grand Rapids has quite a hockey club.

Although the big emphasis is on hockey, Uptown has also awarded hats to other sport figures. At a Rotary luncheon honoring the coach of the local high school football champions, a hat was given to the coach as well as to the guest, Biggie Munn, head football coach at Michigan State.

Honored Ad

The newspaper display advertisement for Hintze Cleaners & Dyers and Fur Storage, Stroudsburg, Pennsylvania, which is reproduced here, was one of two chosen as the most outstanding in the March 1951 issue of *Publishers Idea Exchange*. The publication is an advertising service for newspapers, which monthly culls the best ideas from the 1,500 newspapers which it serves in the United States and Canada.

Elwood Hintze, promotion-minded owner of the cleaning and storage company, originally placed the 2-column, 9-inch ad in the Stroudsburg *Daily Record*.

AFTER SNOW COMES

RAIN

Spring weather is as uncertain as the source of a football. But our cleaning service is guaranteed to give you a well-groomed appearance always!

Did you know that we can revitalize the wear repellency of your raincoat? Prepare for that rainy day.



PROMPT
DELIVERY
SERVICE



PHONE 122

HINTZE

CLEANERS & DYERS
21 South Seventh St.,

FUR STORAGE
Stroudsburg, Pa.



TROY electroclene washers

A streamlined labor-saver, easy to operate and lubricate. Improves your plant appearance . . . saves solvent . . . helps increase production. Minimum maintenance required. Motor-driven and belt-driven models. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

Save Labor...
Save Solvent with

TROY

"BUSINESS BUILDERS"

Look ahead! With manpower getting scarcer, NOW is the time to install labor-saving Troy drycleaning equipment.



TROY-OLSON super-flow filters

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

super-flow stills

(not illustrated)

Sturdily constructed for long service. Heater and pre-heater coils are removable for easy inspection and cleaning.

SEND FOR FREE TROY BULLETINS
on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

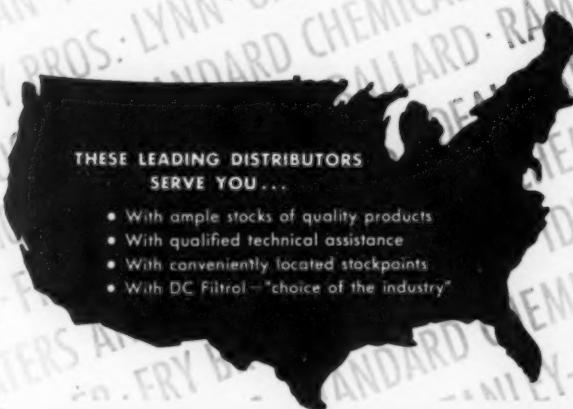


ATLAS drycleaning extractors

Help you turn out better quality drycleaning and recover more solvent. Patented "Center-slung" design handles larger unbalanced loads safely. "V" belt motor-driven, 40" and 48" diameters.

TROY LAUNDRY MACHINERY
Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

SERVICE IS IMPORTANT!



THESE LEADING DISTRIBUTORS
SERVE YOU . . .

- With ample stocks of quality products
- With qualified technical assistance
- With conveniently located stockpoints
- With DC Filtral—"choice of the industry"

Ask your distributor
for DC Filtral—the
all-purpose filter
powder—it will be your
start toward greater
profits and better
operations.

DC FILTROL

*Filtral** CORPORATION

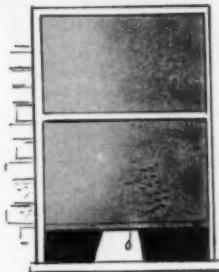
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah;
Jackson, Mississippi



T.M. REG. U.S. PAT. OFF.*

Don't get "taken" on a

"BLIND DATE"



Insist on the genuine U.S. Patented

ARROW SPONGE PADS*

Why take a chance on unknown imitations
when you can "date the real thing"



Buying foam rubber sponge pads that are supposedly good as genuine Arrow Sponge Pads may prove to be as disappointing to you as our "Casanova's" blind date is to him. Insist on the one and only Arrow Sponge Pad that lasts longer, passes steam and vacuum instantly, and gives better pressing results on any garment. These and other proven features are the reasons for Arrow's continuing and ever growing popularity.

*Reg. U. S. Patent Office



Patent No. 2482412

ORDER FROM YOUR JOBBER

ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

which

Labor Savings

—25% less labor needed at
National Cleaners & Dyers,
Milwaukee, Wis.

Fuel Savings

—\$59.62 fuel savings
each month at Wisconsin
Cleaners, Milwaukee, Wis.

More Output

—15% more output at
Sun-Ray Cleaners, Chicago

Faster Heat-Up

—15% reduction in heat-up
time at Utopia Cleaners &
Dyers, Birmingham, Ala.

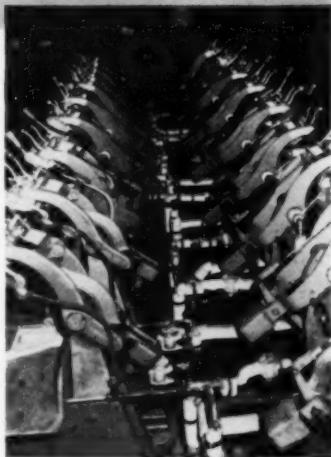
**is most important
to you**

YOU'RE likely to get a good share of them all, as these plants did, by switching to Armstrong Unit Trapping. This means installing an individual Armstrong Steam Trap on each steam-consuming unit, *including each separate chamber, chest or cylinder of every machine*. Only then can you achieve the machine's maximum work output.

Armstrongs keep dry steam pouring heat where it can be used most efficiently. How? By getting rid of heat insulating air and draining condensate as fast as it forms. Other advantages? An unparalleled record for low maintenance and long life. Credit this fact: the mechanisms in Armstrong Traps for your service are identical in design, workmanship and materials to those used in Armstrong Traps for power plant service at 1500 lb. pressure and 900°F! Your nearby Armstrong Representative can advise and supply you. Give him a call, today. Armstrong Machine Works, 850 Maple Street, Three Rivers, Michigan

It's Free

THIS BULLETIN TELLS YOU
the whole profitable story of
proper trapping. Ask for
Bulletin 193.



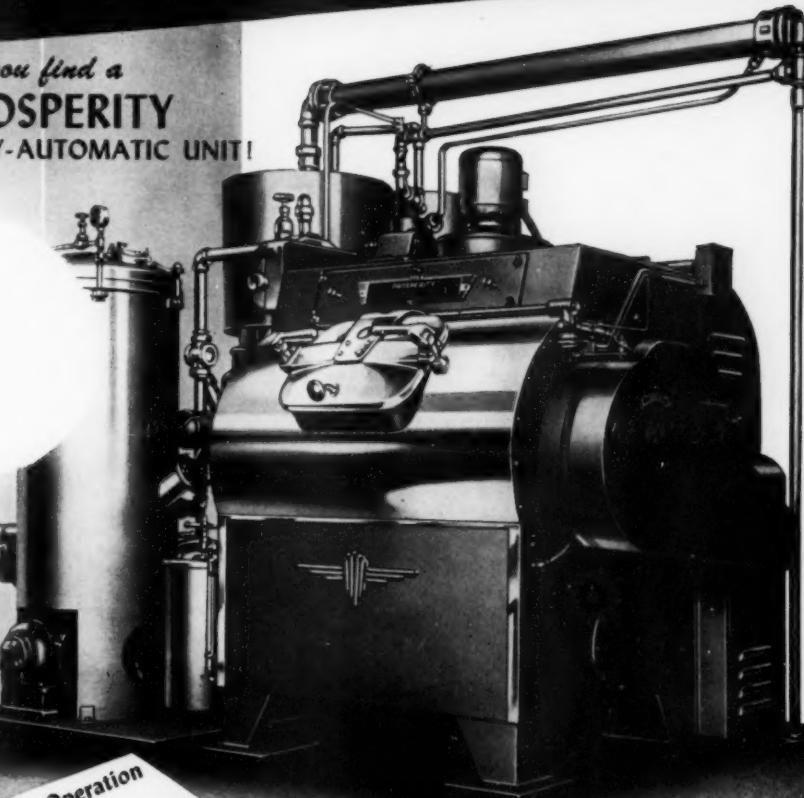
An example of Armstrong Unit Trapping on a battery of presses. These Armstrongs are No. 880's — they have the strainer built right in.

ARMSTRONG STEAM TRAPS

Wherever you find

FINE DRYCLEANING...

...you find a
PROSPERITY
FULLY-AUTOMATIC UNIT!



- Fully Automatic Operation
- Batch Distillation
- Open Pocket
- Reverse-Action Cylinder
- washes every part of every
- garment in shortest possible
- cycle...no tangling or
- twisting of garments.

PROSPERITY FULLY-AUTOMATIC
DRYCLEANING UNIT Model 6-A

The **PROSPERITY**
AUTOMATIC PRODUCTION UNITS FOR DRYCLEANING PLANTS
Company Inc.
Trademark Registered
Reg. U. S. Pat. Off.
New Office and Factors, Special T. H. Y.
Sales, Service and Parts in Principal Cities

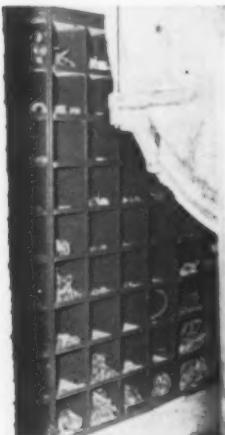


GADGETS

and gimmicks



Bins Save Maintenance Time



Along one wall of the boiler room at DeLuxe Cleaners and Laundry, New Orleans, maintenance superintendent and co-owner Larry Duplas has installed a sectioned metal parts bin, with adjustable bin partitions. The sections stand 8 feet from the floor and are 3 feet wide. Three sections make up the wall unit.

The bins are used for holding fittings, connections, bolts, screws, valves, sleeves and all other items used around the plant in making installation changes and in doing maintenance repair work.

The bins have ended the waste of time spent looking all over the plant for fittings and other items needed for repairs or an installation. If the wanted item isn't in the bins, the plant doesn't have it.

Classification Bin



CHAINS RELEASE spring bolts on classification-bin doors

The problem of classifying garments without having a lot of hampers on the drycleaning-room floor was solved by Mendenhall Cleaners of Dayton, Ohio, by erecting the bin illustrated here. Each of the trap doors opens to a bin containing a separate classification of work and opens into the space below the bin when the spring bolt is drawn back on the door.

In the picture the garments hanging over the chains on the three doors are specials which go into the lot ahead of the garments waiting within the bins.

Weighing Hamper Loads



WIRE STRETCHER used with scales demonstrated by Homer Zirkle

A simple combination of scales and a fence-wire stretcher is used to weigh hamper loads in Rocky Mount, North Carolina, as well as in other sections of the state. The example shown in the photograph is demonstrated by Homer Zirkle, drycleaning foreman of the Sunshine Laundry, owned by Jack Bennett, Jr.

The fence-wire stretcher may be purchased in the hardware store in any city that serves an agricultural area. It consists of a lever suspended about two inches from one end by a hook that in this case is attached to the scales. When the long end of the lever is depressed it raises whatever is hanging from the short end, and when the long end of the lever is pushed down to a vertical position it will remain there until pulled back up again.

In Sunshine's device the short end of the lever holds a bar the length of a clothing hamper. From the ends of the bar hang two hooks that catch under the rim at each end of the hamper.

Thus Mr. Zirkle has only to push the hamper under the scales, push the hooks under the ends of the hamper and pull down on his lever to learn the weight of the load.

FINISH Better...FINISH Faster...USE DRYCO EQUIPMENT



DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON

Just Press Thumb Lightly
To Get INSTANT Steam

Frees operator from obsolete foot-operated assemblies, allows greater working range on finishing boards, reduces foot fatigue. Ironing is faster, easier. Light pressure on feather-touch thumb control produces INSTANT steam, no reaching for foot pedals. Steam volume can be regulated. Super-comfort handle, stays cool all day long. "Moisture-Conditioned" sole plate prevents water-spotting, even on low heat. Fast-action thermostat. Long-lasting element. No-clog trouble-free construction.



MODEL 6330—with 3-lb. iron \$82.50
MODEL 6360—with 6-lb. iron \$82.50

Includes: Dryco-Matic Thumb-Operated Steam-Electric Iron complete with Dryco Speedway Assembly consisting of cord, steam hose, solenoid valve, Cord-A-Way spring arm, control box with pilot light, steam separator.

INSTANT
MOISTURE
Where you want it
When you want it

Dryco E-Z SQUEEZE WATER SPRAY GUN

SIMPLY REACH...SQUEEZE...RELEASE

Used and preferred by plants everywhere for over 20 years. Fastest, easiest to operate. Trigger extends along entire side. A slight squeeze of the hand sends spray to any spot instantly. Hangs with spray end down, from a coil spring, which pulls gun out of way, handy for next use. Spray volume is adjustable. Strainer prevents clogging. Inner parts non-corrosive. Connects to city water line or Dryco Condenser on steam return line. No air needed.



MORE IN USE
than all others combined
Famous For 20 Years

MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

ONLY \$9.95

Use Dryco Finishing Equipment To Cut Costs, Increase Production, All Through Your Plant



STEAM-ELECTRIC
IRON \$33.00



WATER SPRAY
IRON \$29.50



For The
Complete Line
See Your
DRYCO
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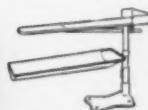
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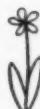
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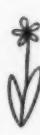
**KEEP YOUR CUSTOMERS
COMING BACK . . .**

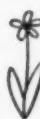


*By Adding the
Breath of*

spring

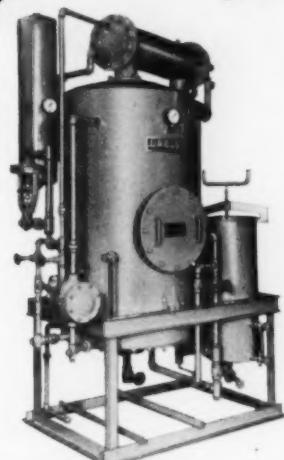
 Spring and summer garments smell sweeter . . . and gay colors come out brighter . . . when you dry-clean with GROSS equipment. It's a year 'round value that customers really notice.

 The GROSS Vacuum Still positively removes all fatty acids, heavy oils, odors, and foreign impurities suspended and miscible with the solvent. It delivers dry, odorless, sparkling, water-white solvent—in an uninterrupted cycle.

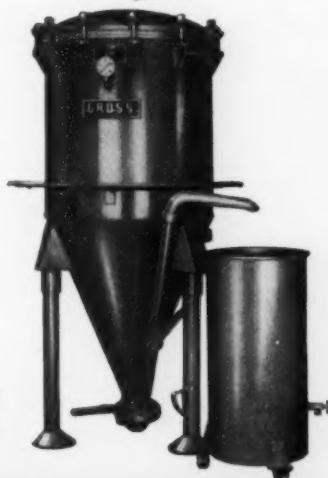
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The GROSS
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GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

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fastest and most economical
safe formula for
**HARD SET PAINT,
OIL AND GREASE STAINS**

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The CYCLO formula has PICRIN's well-known quick-cutting solvent properties, while the CYCLO serves as a lubricant and its oily base prevents the loosened stain from spreading back on fabric.

it's fast

Accurate tests prove conclusively that the CYCLO-PICRIN formula works faster on paint, oil and grease than any other formula of equal safety. These tests were conducted with extreme accuracy by staining swatches of fabric under identical conditions, and then using equal care in applying and working the formulas under identical conditions. This time and motion study not only proved that CYCLO and PICRIN effected complete stain removal in less time, but also that the formula rinsed more freely with superior whiteness retention.

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Although the CYCLO-PICRIN mixture is surprisingly effective in the removal of paint, oil and grease, it is surprisingly ineffective in removing color, dyes or finish. This safety feature is of paramount importance during this era of less stable dyestuffs. Of course, there are some dyes so fugitive that even CYCLO and PICRIN may be active. In fact, some dyes are removed by plain petroleum or chlorinated solvent alone. However, the CYCLO-PICRIN mixture has proven its safety over many years to all dyes of average fastness.

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Since 1827 we have made CYCLO and PICRIN under exacting laboratory control. During these 20 years leading spotterers everywhere have come to recognize and appreciate the uniformity of both products. These spotterers have always ordered CYCLO and PICRIN from their jobbers with complete assurance of receiving the identical product with each shipment. Careful buyers know that CYCLO and PICRIN are often imitated but never duplicated. Experienced spotterers still rely on the uniform quality of these time-tested originals.



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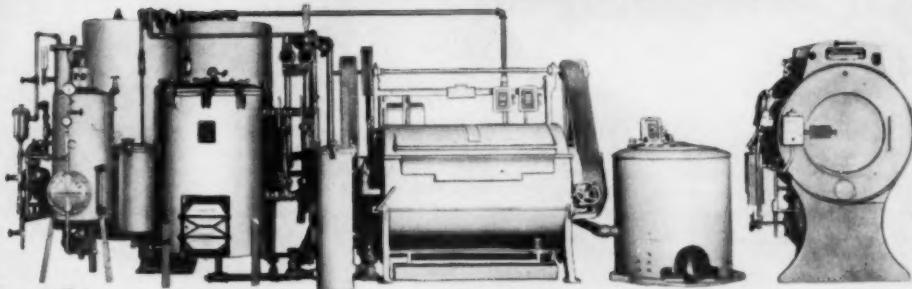
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Pantex 140° F. Safety Solvent Drycleaning Systems are engineered to give you —

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Company.....

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National CLEANER and DYER

Vol. 42, No. 5 EDITORIAL May, 1951

Customers Are Like Icebergs

You can't tell the shape of an iceberg by what you see. You can only guess at its size. Because water and ice weigh nearly the same, only one-ninth of an iceberg shows above the water's surface. As the exposed surface slowly melts, the iceberg keeps rising. But many times the melting of the surface changes the balance of an iceberg, and many foolhardy ships have been reported wrecked by a capsizing iceberg that fell on and crushed, or rolled under and stranded its victim.

Customers are like icebergs. Only one out of nine ever expresses his dissatisfaction over a drycleaner's service or quality or price. This is not true of drycleaners' customers alone. Businessmen and customers are the same in any line. But that similarity to the iceberg is the key to any customer relations or public relations program.

Robert Prall in his New York newspaper story reported on page 44 of this issue told of the man who was so mad at his drycleaner that he wrote a four-page letter to the Better Business Bureau, with copies to three newspapers and fourteen of his relatives. It is quite likely that for every person who vents his ire so strongly there are eight others who are more or less quietly nursing their ulcers.

It might be a trifle disconcerting for some of our readers to sit down and estimate the size of their particular iceberg. If they multiply the number of their claims (honest count) by nine they might get the number of people who are too scared, too disgusted or too busy to make claims. If they do the same with complaints they can get the number of instances of customer irritation.

Three claims per 100 customers would sound bad enough, but by the iceberg theory 27 discontented customers make for mighty chilly water. Note we say per 100 customers, not orders. If you just can't build a route despite all the effort and sales promotion, check on the iceberg on that route. It may be so big that you already have all the available customers. Until you thaw that iceberg!

The Iron Is Hot!

The current (April 9) issue of *Life* magazine has a five-page story on the "Revolution in Carpets," describing the sweeping inroads being made into the conventional rug market by carpeting of rayon and other synthetic fibers, as well as the new colors and designs.

The novice will be interested in the very clear diagrams describing the differences in weave between

Axminsters, velvets, Wiltons and chenilles. Everybody is concerned with the new textured carpets with embossed and hand-carved surfaces that make for greater difficulty in thorough cleansing.

But of greatest concern to the rug cleaners is the paragraph on the last page of the story (page 148) headed "commercial cleaning." It reads: "In the city carpets should be cleaned once a year (italics ours). Rugs should be sent to the cleaner for shampooing, but wall-to-wall carpets may be professionally cleaned on location to save the expense of taking them up . . ."

The remainder of the page concerns the care and preservation of rugs and carpets by the homeowners, but the inference throughout is that the commercial cleaner should be depended on and used regularly.

At least one mailing piece by every rug cleaner in the country should point this out to his customers and prospects, and at least one newspaper ad or radio commercial should do likewise. The iron is hot!

Who Is Slow?

Last spring twenty members of the National Institute of Cleaning and Dyeing wrote caustic letters to the association demanding that the annual cost bulletins be compiled and issued more quickly each year. They said it would be nice if the costs could be studied as soon after the year end as possible.

The NICD staff patiently explained that members were slow, despite much tactful prodding, to mail in their individual reports. It is useless to start compiling the information until a representative number of reports has been accumulated.

But the irony of it all was shown by a check of the twenty complainants against postmarks on filed reports. No reports had been filed from the twenty cities or towns represented by those complainants. While the NICD never knows who sends in such cost reports, it does have to carefully check the postmark on each envelope to know what section of the country each plant is in.

So these twenty grippers weren't even participating! Always something for nothing!

Comes the Korea mess, threatening controls, hectic preparation by the textile maintenance industries. Everybody wants everybody to "do something." Yet when the associations involved, including the NICD, go to their members for current costs to support their claims to the OPS and other control agencies, what do they get? Blank looks! Alibis! Shrugs!

Gosh, fellas! Ain't we fightin' this war together? Or do we have to get choked 'til our eyes bug out before we fight back?

FASTEST Handling Method Known!



THIS COMBINATION (Clothes Carts, Sorting Reel, Bag-O-Teer) CUTS HANDLING 50%—PAYS FOR ITSELF OUT OF SAVINGS

HERE'S WHY:

Every drycleaner wants to get all the work he can through his plant as quickly as possible . . . wants to avoid costly confusion, mix-ups, losses and waste . . . wants to simplify all jobs so that he may simplify training of new workers. He wants to reduce labor by getting more production per operator hour. This BISHOP "Pack-age" is his answer!

HERE'S HOW: BISHOP Clothes Carts, plus a Self-Assembling Sorting Reel and a Bag-O-Teer are a combination to give every drycleaning plant—regardless of its size or the system it uses—the perfect garment-handling tools for efficient, profitable operation. Here's what each item will do:

SAVE LABOR:

Employees do less walking, reaching, stooping and lifting . . . are less fatigued . . . produce more, faster and easier.

SAVE TIME:

By eliminating wasted motions and steps, every minute is economically utilized for actual revenue-bringing output.

SAVE SPACE:

Permit more work to be done in less area; open up aisles for faster handling and provide room for more production.

SAVE MONEY:

More production per operator and per foot of floor space means lower costs . . . more plant capacity and more profit!

BISHOP CARTS CUT HANDLING COSTS 50%



FROM TUMBLERS



TO SPOTTERS



TO PRESSERS



Speed unfinished garments from tumbler to spotter to presses up to 50% faster. Eliminate space-wasting tables, baskets. No stooping or bending. Garments lie flat, easier to finish. Capacity 100-150 lbs. Size 38" long, 18" wide; platform height 26". B2-100, each \$34.50

SORT TWICE AS FAST IN HALF THE SPACE!

BISHOP Self-Assembling SORTING REEL



Sort and assemble clothes twice as fast in half the space. Operator stands in one place . . . the garments come to her! Capacity 350 dresses or 200 suits in space only 6 x 6 ft. when loaded. Height adjustable from 62 to 80 in. Sturdy; can't tip or sag. No. B12-50, \$109.50

BAG MORE GARMENTS FASTER, AT LESS COST!

BAG-O-TEER



Combined bagger, invoice desk and bag storage rack . . . every aid to fast, efficient, effortless bagging right at operator's fingertips, in less than a square yard of floor space. Holds 3 sizes of bags. Height 82". Heavy steel base. No. B30-1D, \$69.50

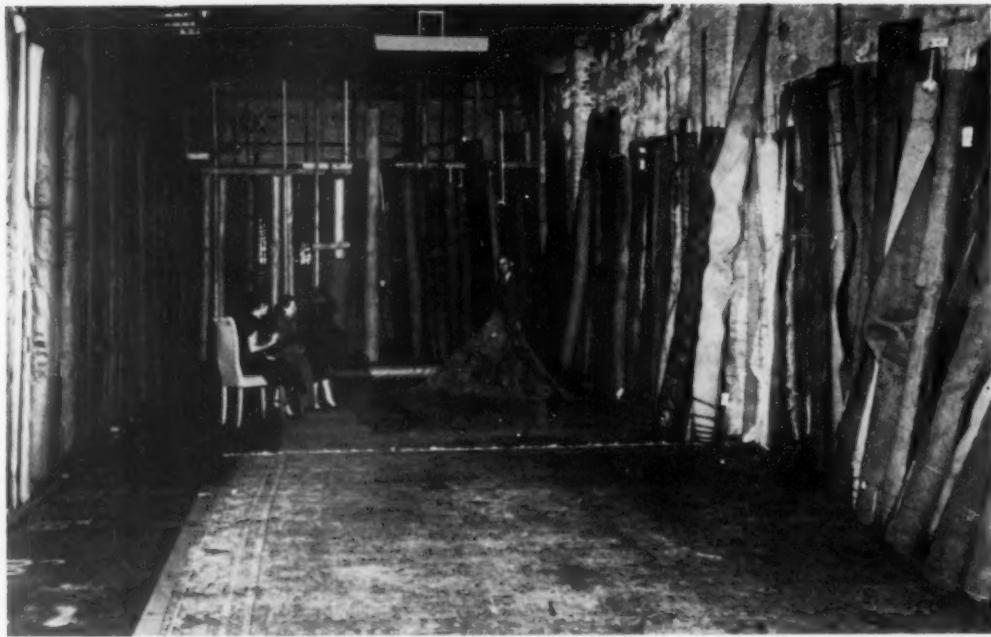
Order Now FROM YOUR SUPPLIER

HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO,



MANUFACTURERS SINCE 1893



SALESROOM FOR USED CARPETING is portion of rug storeroom. Salable rugs at right and back, customers' cleaned rugs in racks at left. Mr. and Mrs. Yeramian show wall-to-wall carpeting left by customer transferred to West Coast.

Used Rugs Cut Labor Costs

Cleaning and Repair Work Keeps Crew
Busy Another Five Months of the Year

by WILLIAM R. PALMER

FOUR MONTHS OF THE YEAR is all that Aram and Arax Yeramian can use for vacations, or to worry about meeting the payroll. A swelling business in used rugs has leveled off the peaks and valleys of rug cleaning volume to the point where Arax Rug Cleaners of Brooklyn, New York, is busy eight months of the year.

This traffic in seconhand carpeting and rugs started without solicitation. "Favors" were asked by customers who had to move and wanted to unload their floor coverings, or by families that had another room to furnish and didn't want to shell out current prices for rugs. Aram Yeramian got the reputation, gained through many years' experience, for helping customers salvage their rugs and carpets by cutting and refitting to eliminate badly worn places.

Arax Rug Cleaners will buy rugs any time of the year, but in the spring season they are stored and selling is suspended until the work is lighter. An exception is made only if there is a ready customer for a rug just bought.

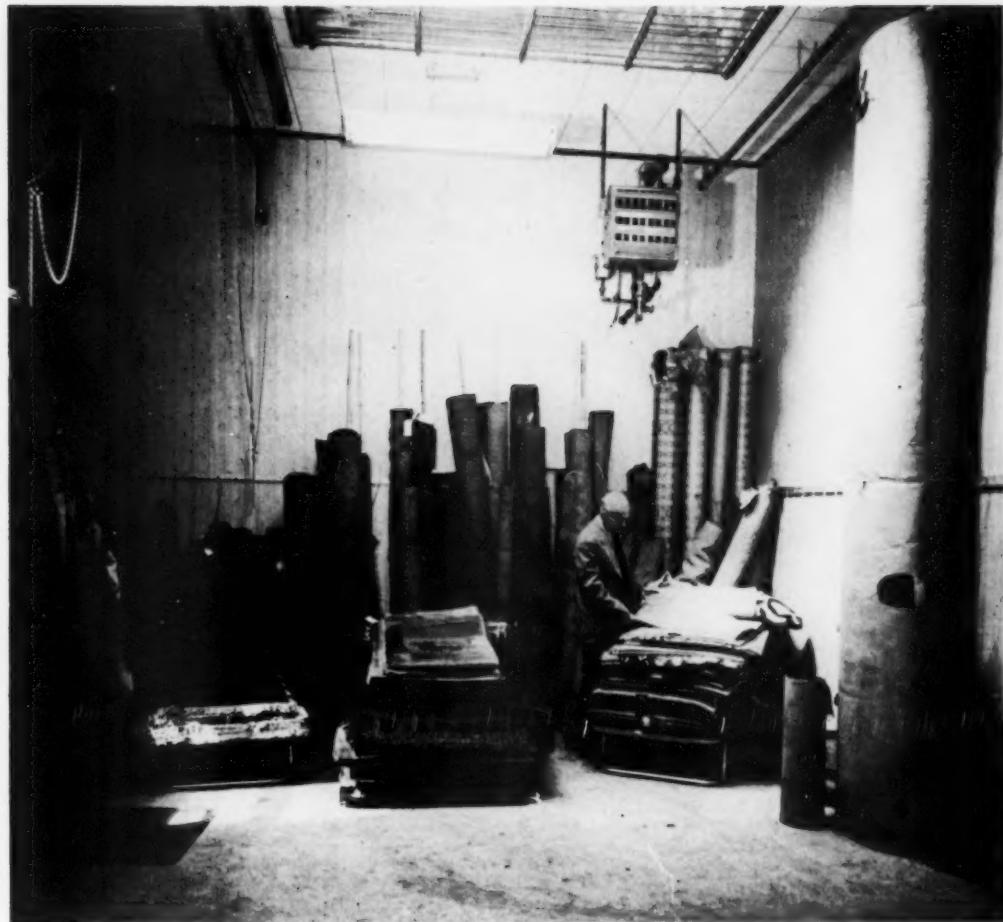
Among the better sources for used carpeting are

hotels, restaurants and clubhouses. Invariably several lengths of carpeting from each room have been covered by furniture and received little wear. Properly reconditioned, these find ready buyers.

A surprising number of full-sized rugs, 9 by 12 and larger, have found their way to the Arax plant as customers have redecorated their homes. In fact, Mr. Yeramian suspects many homes have been done over only because their owners have learned there is a market for their old rugs and carpets that pays well enough to defray some of the cost of redecorating.

Once the possibilities of the business became apparent, Arax Rug Cleaners started to go after more. The one truck driver has been encouraged to get sales or purchases by a \$10 bonus for each completed deal involving a large rug.

Meantime, Mrs. Yeramian keeps circularizing with postcards a list of all families that have dealt with the company during the past four years. This list is kept alive by the driver who calls at each house at least once during the year, soliciting rug cleaning, telling about the



REPAIR AND SMALL-RUG ROOM. Other end of room is lined with shelves of carpeting in all colors and designs

used-rug business, and incidentally eliminating those who have moved from the list.

The latest postcard carries a message expected to make secondhand rugs and carpeting much more attractive:

"Since the Korean War, wool prices have soared and it is extremely difficult to purchase floor coverings. This makes it doubly essential to take care of what you now have. Expert cleaning and repairing, at reasonable rates; dependable service, with insurance, sprinkler and burglar alarm protection. Very good buys in used rugs, carpeting, runners and scatterers. Trade-ins arranged, rugs bought."

During the slack seasons the racks are removed from a part of the storage room and the rugs that have been reconditioned for sale are ranged along the wall. A couple of neutral-toned rugs with little resale value serve to soften the concrete floor. Comfortable chairs are added for the ladies to sit in while comparing the choices available. Finally, a big unit heater overhead floods the area with warmth in the otherwise icy store-room. Swank may be out of place in a secondhand salesroom but comfort is an asset.

When the rug cleaning season is on, the salable rugs are jammed into the repair room and the racks replaced in the storage area. For those curious about the illustration showing stored rugs on the left side, Arax Rug Cleaners stands its rugs on end. Mr. Yeramian admits it takes more space, but he has the space and can pick the rugs out faster when business is rushing.

The firm started out as exclusive wholesalers. The Yeramians found they not only had to solicit laundries and drycleaners for rug cleaning but they had to teach their new clients how to go after the service. Then as their work gained acceptance, people in the neighborhood began bringing in floor coverings for cleaning.

Now Arax does 25 percent of its rug cleaning business on a retail basis. Total volume last year was about 35,000 pieces. All wholesale business is cash-and-carry, and a very sizable percentage of the retail work also comes in through the front door.

It's all a very healthy business, but the healthiest part right now seems to be the used-rug department and, through that, the retail volume. # #



PORHOLES IN PANEL are distinctive feature of new Ross store. Note also panel with recess for cash register and phone. Owner Charles Ross (center) helps manager Genevieve Lincicome greet first customer, a university student

Porthole Panel Intrigues Customers

Seventh Ross Store Creates Interest With See-Through Partition, Enlarges Space With Color

THE HUMAN IMPULSE to look into any opening has been cleverly utilized in the seventh plant of the group operated by Charles Ross in Columbus, Ohio. The store design has other interesting features and the colors have been chosen to give the illusion of space, but the star attraction is the "see through" panel.

The panel is located at the front of the store and separates the customer area from the production line. Slanting inward at a slight angle, the panel leads the customer to the counter which slants in the opposite direction.

The customer standing at the counter gets a view of the plant through portholes in the panel. The portholes vary in size from 9 inches to 1½ feet in diameter, are rimmed with stainless steel, and are arranged in an informal pattern. Invariably, Mr. Ross says, the first time the customer sees the panel he walks up to it, puts his hands on each side of a porthole and sticks his head through.

When Architect Carl Braun of New York City and Stamford, Connecticut, designed the panel, he and Mr. Ross were thinking primarily of the pleasure we all get from seeing someone else work. Yet they also felt it advisable to confine the customers gently to a definite area.

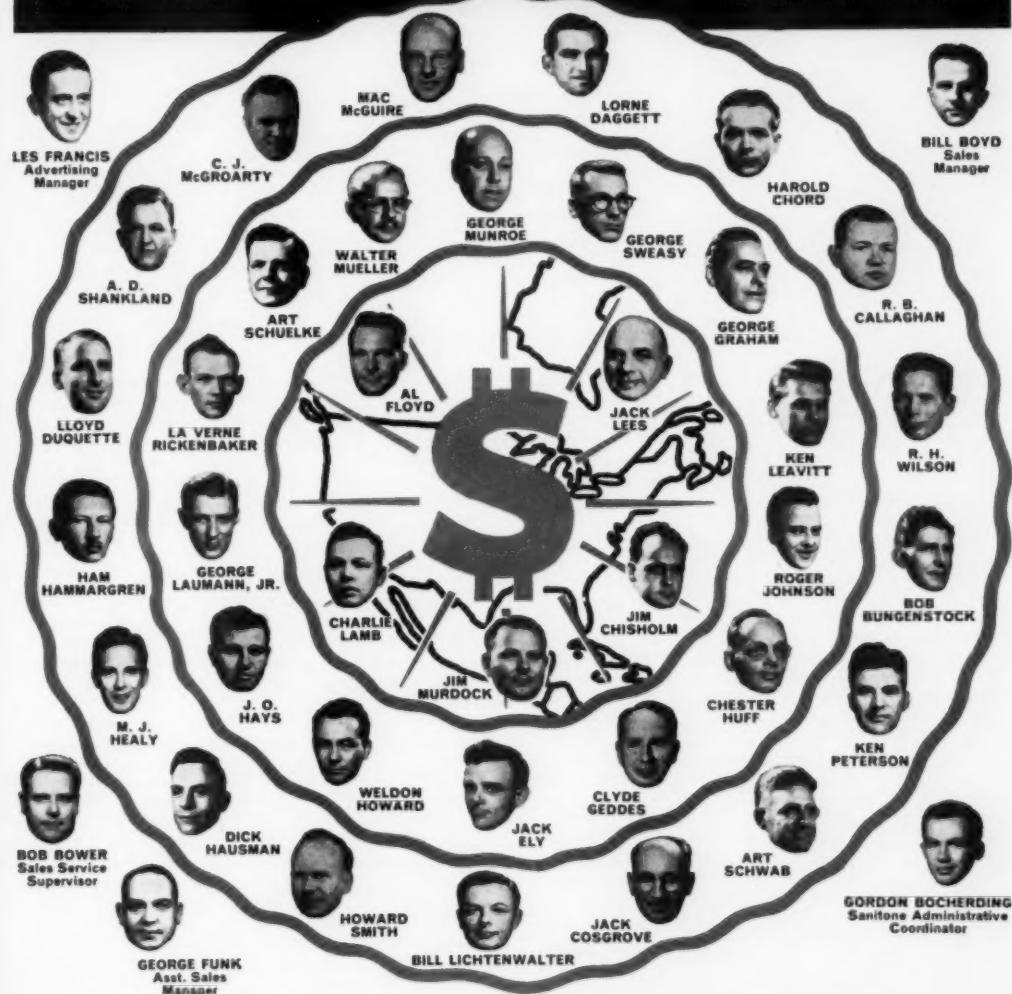
Hence, the see-through panel was invented. The customer stays on his side, the plant employees stay on theirs. The work gets done and a nice view of a clean, well ordered plant gives the customer confidence that he is getting a good job for his money. Furthermore, a highly decorative wall is built at a considerably lower figure than for the usual 2-by-4 stud-and-plaster partition.

The panel is covered with gray linen Formica on



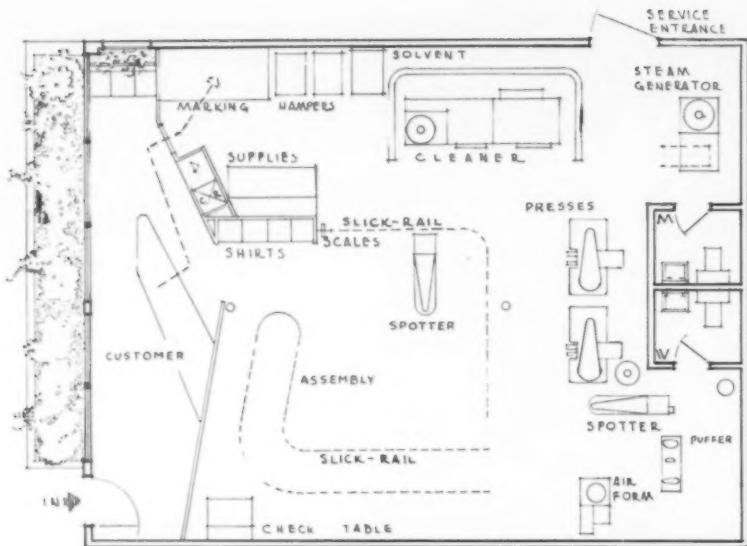
OTHER SIDE OF PANEL. Supply shelves at left, below cash-register recess; marking table at right. Note hole for incoming garments

A Nation-Wide Network of Sanitone Engineers Helps Build Bigger Dry Cleaning Profits!



These are the men who work with the Sanitone Licensees from coast to coast . . . who stand ready at all times to provide practical and realistic help as needed to solve the problems of plant operation, equipment, procedure, including sales promotion and advertising. Thoroughly experienced, these men are trained specifically to assist you in increasing your business and thereby increasing your profits. They are looking forward to doing a bigger and better profit job than ever for licensees in '51. For details of the Industry's only complete dry cleaning program, write today.

SANITONE
DRY CLEANING SERVICE
EMERY INDUSTRIES, INC.
Cincinnati 2, Ohio



PLAN SHOWS angled arrangement of counter and panels; compact setup of plant. Each unit in Ross organization is self-contained cleaning plant.

the public side. It is made of $\frac{3}{4}$ -inch plywood, and is suspended between the floor and ceiling on 1-inch-diameter steel pipe. Wire mesh hung between the panel and the ceiling is used to support free-shape signs advertising the Ross services. The portholes and the open spaces at top and bottom of the panel provide a good circulation of air and eliminate the need for an additional air-conditioning element.

Artful Use of Color

Although the new plant is located just across the street from the campus of Ohio State University the Ross organization passed up the obvious temptation to decorate the store in the college colors, scarlet and gray. It was felt that the "student traps" in the neighborhood become obvious all too soon and as quickly lose their interest, and also that the student would prefer to be treated as businessman.

The predominant color is gray, which varies in tone from blue-gray on the panel to gray-green on the walls. The gray tones tend toward fading out and, having a distant look, make the store appear larger.

Also, the gray serves as a background for the green panel behind the counter. This panel carries the Ross sign in wood cut-out letters in yellow. Directly below

the sign the panel is recessed to receive the telephone and cash register. The recess and the adjacent package shelving are painted beige. The wire mesh and the ceiling are yellow, while the walls are gray with a gray-green dado.

The floor on the public side is covered with inlaid red linoleum, joined to parallel the slant of the panel. Strip fluorescent lighting cools the yellow of the ceiling, and all piping is painted silver.

Workflow Starts With Porthole

In the panel at the side of the cash register is a port-hole 2 feet in diameter through which the work is passed and dropped into a hamper. On the plan it will be noted that the production line takes an L-shape; at the same time the economies of in-line piping were achieved. The double assembly rail is two-tiered. Bags and hangers are kept behind the outgoing-package shelves, which brings up one point for criticism: a cross-over from bagging to bagging supplies. Possibly, the introduction of shelving on the store side of the see-through panel would have eliminated many extra steps.

Publicizing the New Plant

For the first week James Yerian, publicity director for Ross Cleaners, withheld all advertising in order to give the plant a trial run, remove the bugs, and be sure of a smoothly functioning machine. Although he was primarily interested in the 18,000 students and 3,500 families within the pull-in limits of the new plant, on the Sunday following the opening each of two downtown papers was used to carry a full-page spread. Another full page was used in a student publication the following Monday and the 3,500 residential families were circularized the next Wednesday. Thursday wound up the promotion with another full page in a neighborhood paper.

From there on, Mr. Yerian says, promotion will be seasonal, with special attention to the college. For instance, each fraternity and sorority in the neighborhood was given an Easter plant bearing a card from Ross Cleaners' University Shop. # #



SIGN FACES CAMPUS of Ohio State University across street. Student body numbers 18,000

Every Month Has at Least
4 Shirt Days

SUN	TUES	WED	THURS	FRI	SAT
5	1	2	3	4	
12	7	8	9	10	11
19	14	15	16	17	18
26	21	22	23	24	25
	28	29	30		

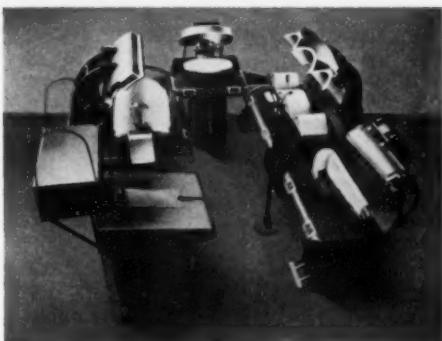


4 Days to Capture Regular
Weekly Drycleaning Volume

Shirt laundry service builds big repeat business. And not just on shirts alone—on drycleaning, too! For, as the homemaker comes back each week for the fine shirt finishing you do with your Hoffman Laundry, she brings along drycleaning.

Get in step with the times. Ask your Hoffman representative for the "double profits from small investment" story on the Hoffman Shirt Laundry—before you miss another shirt day.

THE HOFFMAN 3-GIRL SHIRT LAUNDRY—A complete wash-to-finish set-up for fast, high-quality production. Two girls on finishing. Includes all items (accessories and instructions, too) . . . needs only 10 x 20-foot area. Call or write for Bulletin A-741 now.



TOPS IN VALUE  ... SINCE 1905

U. S. HOFFMAN MACHINERY CORP.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.

SAT., MARCH 10, 1951

New York World-Telegram

Chiselers Take You to the Cleaners

Odds Against Recovery
On Clothing Claims That
Come to \$100,000 Yearly

Point of Two Articles
By WILLIAM R. PALMER
*Editor, National
Cleaner and Dyer*

Thousands of New Yorkers go to Small Claims Court every year to the cleaning segment of the cleaning and drying industry. A recent study shows that the average claim is less than \$100.



Dry Cleaning Articles Put Through Wringer.

By William R. Palmer,
*Editor, National
Cleaner and Dyer*

Referring to the feature articles by Robert H. Prall in your issues of March 10 and 12, may I suggest the following:

The annual dry-cleaning bill for the citizens of the five boroughs of New York amounts to \$60,000,000, representing over 50,000,000 articles of clothing or household furnishings. Thus the \$100,000 worth of claims you report represents less than two one-thousandths of the volume handled. How does that claim record compare with other industries of like volume?

You mentioned the 7000 complaints filed (in Small Claims Court) a good percentage of which actually went to trial. You neglected to point out that the majority of such cases result in compromises, because of the excessive valuations by customers of their garments. You neglected to point out that a lost or damaged garment always seems to have been brand new, never before dry-cleaned and purchased only in the city's most expensive stores. Having sat beside a Small Claims Court judge in the very same chair occupied by your Mr. Prall, I know he had the same opportunity to realize this! Finally, many charges against the dry cleaner are dismissed because the plaintiff was not aware of the limitations of the dry-cleaning process.

Your articles were quite accurate as applied to a small segment of the industry. I merely wish to see that the large majority of competent, fair-dealing dry cleaners in New York aren't tarred with the same brush. Manhattan.

New York World-Telegram

SECOND SECTION

Inferior Clothes Make Nifty Cleaning Messes

Customer
Usually Left
Holding Bag



HEADLINES dramatize cleaning articles in New York paper. Editor's reply at right

Cleaning Story Hits New York

Public Relations Both Hurt and Helped
By Stories in Two Metropolitan Papers

by WILLIAM R. PALMER

THREE ARTICLES within three weeks called more or less favorable attention of readers of the *New York World-Telegram* and *The Sun* (one paper) and of the *New York Herald Tribune* to the drycleaning industry.

As we glance over these articles with critical eye to judge their effect, we have to remember what is in the reader's mind while reading the same articles. No reader will be unprejudiced. A few, bless their souls, will think *their* cleaners can do no wrong. But the large majority are carrying grudges against some drycleaners for some ancient incidents, and damning the whole industry as a consequence. They will brush aside the newspapers' admissions that only a few cleaners are responsible for the many complaints.

Because of this prejudice the drycleaning industry must be patient and persistent in its striving for improved public relations. It is a long, long stride forward to have two metropolitan newspapers recognize the problems of our industry. It is one of the many encouraging signs rewarding the efforts of Dr. Dorothy Lyle, Albert E. Johnson and others whose activities have been directed toward improving public opinion of the drycleaning industry. It is the first crumbling of the

walls that calls for redoubled efforts to gain healthy public acceptance.

Emphasis on Chiselers

The story in the *New York World-Telegram* and *The Sun* came in two installments or articles appearing March 10 and 12 on the first page of the second section. This page has high readership because of the four columnists regularly appearing there, in addition to a feature story of popular interest, such as, "Chiselers Take You to the Cleaners" or "Inferior Clothes Make Nifty Cleaning Messes."

The tone of the "chiseler" installment is typified by the following quotation from the article:

"There is an element in the business that chisels customers by shortening the cleaning operation. This may be done by inadequate 'spotting' of stains that should be removed before or after the routine drycleaning operation. Or the same cleaning solution will be used over and over without filtering out the dirt. The fabrics, of course, will come out dull and gray."

"A good cleaner will try to erase stubborn stains that remain after the normal cleaning operations. A shoddy

America's favorite filter soap

BLENDSON

- ★ Builds no filter pressure.
- ★ Leaves no trace of soap odor.
- ★ Produces perfect dispersion of water in washer solvent.
- ★ Requires only nominal amounts of sweetener powder for complete removal from filtered solvent.

Factory-mixed FOR BUSY OPERATORS

BLENDSON is ready for use, just as it comes from the drum. Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks.

When drawing BLENDSON from the drum for cleaning those classifications which require no added water, the operator has complete confidence that all ingredients have been perfectly mixed in accurate proportions at the factory.

For those classifications which do require added water, the operator finds that BLENDSON lends itself to convenient preparation of outstanding water stocks.

*Made by chemists
know filters best!*

R. R. STREET & CO., INC.



SINCE 1876

501 WEST MONROE STREET, CHICAGO 4, ILLINOIS

Chicago 1000, R. R. Street & Co., Inc., 501 W. Monroe St., Chicago 4.

A scientific blend of highly refined oils, detergents, emulsifiers and homogenizers

BLENDSON combines all the ingredients required to provide for insoluble soil removal and whiteness retention when using the popular, stream-lined *fresh-soap-to-each-batch* method in the filter system.

The components selected for emulsification and homogenization also provide for the making of outstanding moisture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

Uniformity and efficiency result of 24 years of chemical research

The new BLENDSON reflects the know-how resulting from chemical research started when pressure filtration was first introduced to the dry cleaning industry and which has continued without interruption during the ensuing years.

This assurance of strict uniformity has special significance during periods of shortages resulting from war. The high standards for testing of raw materials and finished product which we maintained throughout War II are being followed with equal skill and tenacity during the current emergency.

By standardizing on BLENDSON the busy operator can direct his attention elsewhere, with the comforting assurance that each washer load will be cleaned with uniformly outstanding results.

Expert field technicians at your service

Our field service is nationwide. A factory-trained technician is near you. We invite you to use him as a consultant.

Although the use of BLENDSON requires no special instructions, and the directions on the label provide a simple technique for producing quality cleaning, our field technician in your community may be called in for service pertaining to solvent analysis, filtration, distillation and all other phases of cleaning room operation.

cleaner may simply attach a tag stating, "This stain cannot be removed." He gets by with this excuse because there are some spots that actually cannot be eliminated."

And further, the article states: "... an inexperienced operator in any plant, large or small, can cause grief for hundreds of customers. And in doing so, he gives a bad name to the bulk of the cleaners who industriously strive to serve the public well."

The bulk of the article contained eight accounts of foul play by New York drycleaners involving loss, damage and outright insults. The Better Business Bureau is quoted as concerned with a "constant stream of complaints." One out of every twelve cases in the Small Claims Court is said to involve cleaners or dyers. "Records show that complaints are directed at high-priced cleaners as well as chain shops which feature low prices and speedy service."

The illustrations were evenly balanced for and against the cleaner. A picture of a spotter using a steam gun and a view of a tray well filled with bottles of spotting agents was opposed to a shot of the Small Claims Court in session and a newspaper staff member with his coat sleeves pushed up, showing four inches of shirt cuff, to simulate "what can happen to an improperly cleaned jacket."

It was the excessive wordage devoted to the small percentage of sorry drycleaners that prompted the writer to send the "letter to the editor" reproduced here as it appeared in a later issue of the *World-Telegram and Sun*. The newspaper edited from our protest a paragraph explaining the technology of dry versus wet-cleaning, as an example of the public's ignorance of drycleaners' problems. Also a paragraph recommending the licensing of garment manufacturers, as a parallel to the newspaper reporter's suggestion that drycleaners must be licensed.

Blasts Garment Makers

The second installment shifted the burden to the chiselers in the garment-making field, describing many of the more serious problems caused by the persistence of manufacturers in using black buckram, polystyrene buttons, poor dyes and unserviceable finishes. It pointed out that expensive garments were as likely to be unserviceable as the cheaper items. It quoted the NICD and the National Retail Dry Goods Association on types of unserviceability and the joint efforts being made to combat them.

A fabric-testing laboratory is quoted as blaming the garment industry as a whole "for doing little to police itself" but saying the public is at fault, too, in "accepting much inferior workmanship and material because it doesn't realize that better stuff is available."

Then the reporter, Robert H. Prall, jumps back on the licensing angle again, quoting New York's licensing commissioner, Edward McCaffrey, as being heartily in favor of licensing the drycleaning industry in New York.

"The effects of licensing on laundry operations," says Mr. McCaffrey, "are noteworthy. In 1936, the year laundries first were licensed, there were 8,203 laundries and 1,195 complaints filed with the department. In 1949, with 6,723 laundries, there were only 389 complaints, of which only 181 required hearings for settlement."

Only one short paragraph in the two articles blames the customer directly for occasional damage:

"The records show in many cases of complaint that neither manufacturer nor cleaner but the owner of the garment is to blame. She may have splashed some home permanent wave solution on a dress and the spot wasn't noticeable until after the heat of the cleaning and drying operation had been applied."

In three more short paragraphs it is suggested that the customer ask the clothing-store clerks if garments are drycleanable or washable (the paper edited our protest about the need for articles that are drycleanable and wetcleanable), that she tell the cleaner what caused the stains on her garments, and that she empty her pockets before turning garments over to the cleaners.

Well, anyway, the cleaning industry made the front page, second section, of the *New York World-Telegram and the Sun*. And how!

We Also Have a Friend

It is a relief, an outright pleasure to turn to the Sunday edition of the *New York Herald Tribune* of April 1 and read Bill Welsh's column headed "Out, Damned Spot!"



OUT, DAMNED SPOT!

by Bill Welsh

LESS SENSATIONAL head, more constructive story in *Herald-Tribune*

Mr. Welsh isn't out to crucify somebody and therefore does an interesting job of dishing out some helpful information, based on material supplied by the NICD. In fact, he even refers to the NICD as the "Sherlock Holmes of the cleaning industry" in clearing up the mystery of disappearing buttons (polystyrene) and other problems plaguing us.

The *Herald Tribune* writer makes it clear why spots may be hard to catch in the marking department. He makes clear the problem of wetcleaning. He suggests a few precautions for the customers that avoid trouble, such as having spots removed as soon as possible, not pressing garments until stains are removed, not using true soaps that may set some stains, not rubbing stains, care with ink stains (particularly ball-point inks), etc. He describes the NICD's public relations service, consumer education and trade relations with the garment manufacturers.

Thanks, pal! # #



CALIFORNIA
Report No. 802

"In six months we made—

17,339 stops, yet my laundry route costs under 2 cents a mile!"

—says, P. J. ELLIOTT,
of Sausalito, California

He entered his 1950 Ford F-1 Panel equipped with POWER PILOT in Ford's nationwide Economy Run. He says, "I know you can't beat Ford for low cost trucking!"

Elliott's New Method Laundry & Dry Cleaning Co., operates truck over steep, rugged hills of San Francisco area. Mr. Elliott says, "In 6 months my Ford Truck traveled 8,350 miles, made 17,339 deliveries and pickups, and it had no repairs. I spent a total of \$162.13 for gas, oil, and maintenance—that's a running cost of only 1.94 cents a mile!"

Like others who rely on Ford for low running cost, you'll like the money-saving truck service available at Ford Dealers' everywhere. For more facts on the trucks that last longer and save you money every mile—send coupon below.



Mr. Elliott checks daily cost record. He says, "Our running cost is kept down because our truck is serviced regularly at our Ford Dealer's."



This new Ford F-1 Panel for '51 is America's No. 1 Economy Value. It features new steering column gearshift for passenger-car shifting ease.

Remember, whatever you haul, there's an economical Ford Truck to do it. Ford builds over 180 different truck models. V-8 and 6 engines,

FORD TRUCKING COSTS LESS because FORD TRUCKS LAST LONGER!

Using latest registration data on 7,318,000 trucks, life insurance experts prove Ford Trucks last longer!

For May, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER



POWER PILOT

helps

LAUNDRIES and CLEANERS
hold down hauling costs



The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gasoline.

It automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load, and power requirements.

Unlike conventional systems, the Power Pilot uses one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detailed specifications on Ford Trucks for 1951.

Full Line Heavy Duty Models

Light Models Extra Heavy Duty Models

Name _____ (Please print plainly)

Address _____

City _____ Zone _____ State _____

It's done with the Cissell

for chemical or steam spotting

THE CISSELL VACUUM SPOTTING BOARD

...lets you go to the "wet side"
for amazing results. No other
method gives you such speed...
such perfect work...

It's extremely fast! Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, reinspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unexcelled . . . its white surface enables spots to be seen with ease.



Spotting aids and loosened soil are rapidly flushed from stained area by squeezing a spongeful of cold water right through the stained area . . . concentrated vacuum draws off water, and keeps it from spreading.

On tight-fitting sleeves, cuffs, neckties, etc., when it is impossible to use large board, the handy Swinging Sleeve Board does the same job as the concentrated vacuum automatically transfers from large board to miniature board as it is moved into operating position.

IN REMOVING SPOTS... Concentrated Vacuum Does It!

Place garment in position over screened area so that spot is directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and

steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above material. 3. Now, with gun in rotary motion, (heavy arrows) spray wet steam downward, straight through spotted area. AMPLE WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows)



Concentrated Vacuum!

Here's concentrated vacuum

at its best

Note large working area on nose of board with patented concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits soil from "bouncing back."

EVERY FEATURE FOR THOROUGH SPOTTING

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. Harmful chemicals are not carried into vacuum system. Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum.

W. M. CISSELL MANUFACTURING CO., INC.

821 S. First St., P.O. Box 1143—Louisville, Ky.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

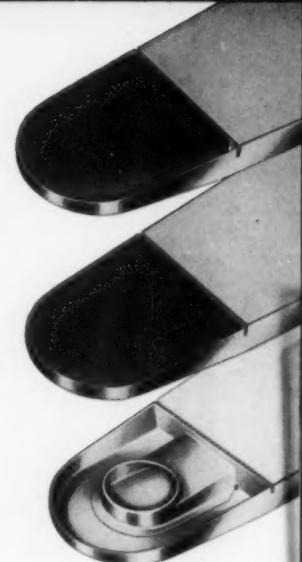
Foreign Distributors Address Correspondence Attention Export Dept. Cable Code: CISELL

Consult Your Jobber

IN DRYING... Concentrated Vacuum Does It!

4. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 5. Hold gun

only the width of gun nozzle above garment. 6. Now, move gun in a zig-zag motion, sweeping it rapidly back and forth across wetted area for drying (heavy arrows). Actually, excess moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.



Above: Nose of board with plate and screen covering.

Middle: With screen removed to show all-over plate perforation. Below: With screen and plate removed to show concentrated vacuum feature.

The price only \$300 for
central air or steam vacuum
F. O. B. Louisville, Ky.



SUIT COAT DRIES on form as operator finishes previous piece on press. Note that after completion of left sleeve, coat is positioned for next lay, the left lapel.

How To Raise Finishing Production

Standardization in Middle Western
Plant Doubles Output Within a Year

by JOHN J. DUNN

A STOPWATCH absorbed the attention of a young man at one of the work stations in the plant of Curtis Cleaners in Grand Rapids, Michigan. Owner A. A. Curtis, Sr., who was showing us through the plant, pointed him out as his son.

The timing, we discovered later when we talked to the son, R. A. Curtis, was surface evidence of a general plan which the young cleaner started after returning from the management course at the National Institute of Cleaning and Dyeing. With his father and brother, A. A. Curtis, Jr., he concentrated on the finishing sections with a four-step program: (1) layout and equipment changes, (2) standardized methods and training, (3) incentive payments, (4) continuous production control. Over a 12-month period the program doubled finishing production.

The part of the Curtis plan with the widest general application is the standardization of training and methods.

The plant maintains complete job descriptions which



PLACING PANTS ON HANGER directly from press saves time, motions



**DO
YOU?**

Only 1 cleaner out of 3 knows the secret of a profitable, trouble-free **DYEING SERVICE**

Are you in the "2-out-of-3" class of cleaners who haven't yet found a really satisfying dyework source? Then it's time you tried TRU COLOR... time you became the 1 out of 3 who sells dyeing with confidence and profit.

For instance: is shrinkage your headache? TRU COLOR overcomes this problem with a shrinkage inhibitor for wools...and with controlled temperatures in every step of the operation—from dyebath to dryer.

It's
nationally advertised
to 5,951,913 women...



has to
be good!

Tru Color

America's Great Mail-Order Dye House

8000 Cooper Avenue, Brooklyn 27, New York

Member:

- GARMENT DYEERS ASSOCIATION OF AMERICA
- NATIONAL INSTITUTE OF CLEANING & DYEING
- NEIGHBORHOOD CLEANERS ASSOCIATION

Maybe you want quicker service? TRU COLOR ships every order—in busy season and slow—with within two to three days of its receipt.

How about wrinkles? TRU COLOR wind-whips every garment...reshapes trousers on a pants-former...uses a system of slow air-drying—all to make dyework finishing easy as apple-pie.

Finally, when it comes to seams and linings that fray out in the dyeing process, TRU COLOR mends them for you at no extra charge.

Best of all, it costs no more to use TRU COLOR—the nationally advertised service with the money-back guarantee. So start now to be the 1 cleaner out of 3 who is happy with dyework...just hand your next order to TRU COLOR.

CASH IN

on TRU COLOR quality...

on TRU COLOR national advertising...

FILL IN COUPON and MAIL TODAY

TRU COLOR DYE WORKS

8000 Cooper Avenue,
Brooklyn 27, New York

QUICK! Rush us FREE "Profit-Making Kit," containing everything we need to use TRU COLOR DYEING SERVICE...also details of the 3 SALES DISPLAY AIDS we can get to tie-in with your advertising.

NAME _____

FIRM _____

ADDRESS _____



LOADING SLEEVER, operator grasps bag with one hand and pulls sleeve over bag

detail exactly how every piece will be handled during pressing. Each movement is recorded and placed in its proper sequence.

For example, trousers are done on an air-operated utility press in 11 lays starting with the right fly. The operator does the top in five lays, always moving the pieces over the buck away from her. She removes the trousers with her left hand at the center back and aligns the piece for the first lay on the left leg. The legs are completed in six lays.

Then the operator grasps the cuffs with her left hand, holds the hanger with her right, and folds the trousers over the hanger. This transfer in one motion "from buck to hanger" may save only a second or two on each piece but it mounts up in the period of a week or a month.

Through a little skillful padding the Grand Rapids plant has eliminated a minor but annoying finishing problem. Formerly the back leg creases were sharp and firm over their entire length, ending abruptly at the point at the upper extreme of the lay. Here a small wrinkle formed at a right angle to the line of the crease.

One layer of padding was removed from the last inch and a half of the end of the buck at the left of the operator. Consequently, the upper part of the crease is under less pressure and the crease is permitted to blend gradually into the top of the trousers.

Suit coats are conditioned on a steam-air form. During steaming the operator works over them with a whiskbroom, but during drying on the form the operator goes ahead to complete the previous piece on the press. He always stands over a piece being steamed, since management contends that a coat can be oversteamed but never overdried.

From the steam-air form the coat is placed on the press with the right sleeve up. The left sleeve is done on the next lay, followed by two lays for the left and right lapels. The standard procedures on both trousers and coats produce an average of 25 pieces per operator hour in both categories.

The plant's former silk finishing section was supplemented by a new machine unit consisting of a bag sleever, shoulder and egg puff, 48-inch hothead and an



MACHINE SILK FINISHING unit consists of sleever, puff irons, hothead and ironing board. Hothead is covered with double-faced flannel to permit pressing of light colors on right side



REVIEWING PRODUCTION RECORDS, left to right: A. A. Curtis, Sr.; R. A. Curtis; the plant superintendent, and A. A. Curtis, Jr.

ironing board. The old finishing unit was retained for handwork. The machine section is complete in itself and set up to handle all types of garments. Piece production per operator hour averages 15 to 16 dresses, 40 plain blouses and 26½ sport shirts.

Dark pieces are pressed inside out on the hothead press. The lights are done right side out, but in handling these garments the operator places a piece of double-face flannel over the buck. This procedure, which permits finishing without turning the garment inside out, adds materially to the production of the unit.

The insistence on standard motions in finishing is exemplified by the methods Mr. Curtis set up for using the bag sleever. The procedure is simple and should be standard in the industry, he feels. Unfortunately, many operators who were never properly trained are wasting time with inefficient methods.

In placing a garment on the sleever, the Curtis operator places her left arm into the sleeve. Then she grasps the end of the bag with her left hand and uses her right to pull the sleeve down over the bag. The transfer is quick and easy.

The managers of the Grand Rapids firm admit that a couple of seconds saved on the processing of a piece may not seem important, but they contend that at the end of the year those seconds may mean the difference between profit and loss. Small change becomes big dollars. # #

*Put your name
where it
counts!*



Impress your name on important people—your customers—
with a strong advertising message that tells them what you have to offer.
Constant repetition of your name
printed on dependable service garment bags builds business.



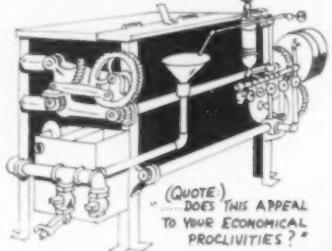
INTERNATIONAL PAPER COMPANY

Southern Kraft Division U.S.A.

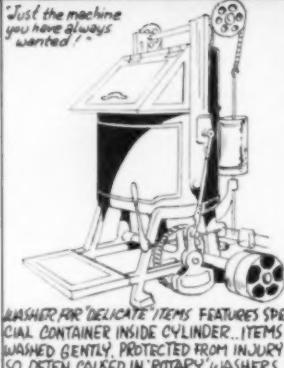
25 YEARS AGO...

MAY, 1926

A SUIT CONSTANT-FLUSH SYSTEM DRY CLEANER ENABLES YOU TO DELIVER GARMENTS IN LESS THAN HALF TIME POSSIBLE WITH ANY OTHER APPLIANCE KNOWN TO ART OF DRY CLEANING. IDENTICAL RESULTS AS OTHER APPARATUS COSTING 3 TIMES AS MUCH!

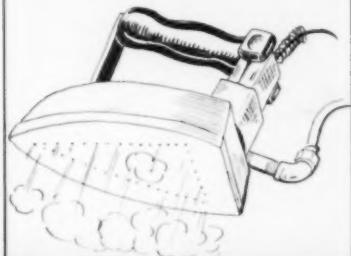


(QUOTE)
"DOES THIS APPEAL
TO YOUR ECONOMICAL
PROCLIVITIES?"



WASHER FOR DELICATE ITEMS FEATURES SPECIAL CONTAINER INSIDE CYLINDER... ITEMS WASHED GENTLY, PROTECTED FROM INJURY SO OFTEN CAUSED IN 'ROTARY' WASHERS.

STEAM IRON NOW ON THE MARKET! STEAM COMING IN CONTACT WITH SUPERHEATING DEVICE INSIDE IRON BECOMES 'DRY' AND PENETRATING, PRODUCES SAME RESULTS AS HOT IRON ON DAMPENED PRESS CLOTH.



10 YEARS AGO...

MAY, 1941

PITTSBURGH HOUSEWIVES REBEL AGAINST CITY'S SMOKE PROBLEM.... WOMEN VOTERS DISPATCH MAYOR & COUNCIL TO ST. LOUIS TO STUDY HOW SMOG WAS WHIPPED THERE. (LADIES HOPE TO REDUCE DRY CLEANING BILLS)



DENVER, COLO. CLEANERS ASSOC. SETS PRICES AT 68¢ SUITS, 50¢ DRESSES.... REBELLIOUS CLEANER ADVERTISES "SUITS 49¢, DRESSES 69¢... 6 MONTHS TO PAY THE BALANCE!"

MANUFACTURERS URGE CLEANERS TO ACCOMPANY ORDERS FOR REPAIR PARTS WITH SKETCH OF MACHINE, OR PART TO BE REPLACED..... WILL ENABLE ORDERS TO BE FILLED WITH GREATER SPEED.



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

summertime... wet cleaning time

Adco's topnotch team

Ko-Ko and **ZEST**

pair up in a twosome
to answer every
wet cleaning need!

KOKO... the finest liquid
wet cleaning soap in the field
... is SAFE on all types of fine
fabrics... gives them a SHEEN
instead of the dull, washed-out appear-
ance obtained from the
use of flake or bead soaps... leaves
fine silks and woolens with
the SOFT, natural feel of new.

ZEST... with 30%
more active ingredients... is
the most economical and thorough
of all synthetic powdered wet-cleaning detergents.
ZEST is STABLE in acid or alkali... can
be used as a penetrant in dyeing... is UNEXCELLED
for use in the wet wash wheel on stiff
kneed pants as well as other difficult
summer cleaning problems.
Absolutely free from all soap odors!
Thorough, safe, ECONOMICAL
... that's ZEST!

Adco,

INC., SEDALIA, MISSOURI, U.S.A. Manufacturing Chemists Since 1908



you do Beautiful Cleaning

Whether it's a difficult-to-clean taffeta or the normal run of easier to handle fabrics, "400" with its revitalizing "Food for Fabrics" patented ingredient assures you of *beautiful dry cleaning* every load.



1. 400's patented "Food for Fabrics" ingredient restores vital natural oils to every type of fabric.
2. 400's maximum efficiency means minimum labor costs . . . less spotting, finishing, wet cleaning.
3. 400's "wide margin for error" lets inexperienced help do expert cleaning.
4. 400's positive moisture control insures perfect cleaning . . . any climate, any time.



with

400

LIQUID DRY CLEANER



MC GRATH

Adco,

inc. Manufacturing Chemists since 1906.
Sedalia, Mo., U. S. A.



JOINT TELEVISION PROGRAM sponsored by Boston area retailers features premium auction. Announcer Stan Shaw takes bids from studio audience; models take telephone bids

Hub Cleaners Try TV

Plantowners in Boston Area
Join Retailers as Sponsors
Of Package Television Show

DRYCLEANERS IN THE BOSTON AREA have become television sponsors along with other independent businessmen in a new promotional plan. If this experiment in retail advertising proves successful in this area, the promoters plan to extend the service to other cities throughout the country.

Among the Boston cleaners who have participated in the plan are Banner of Newton, Beacon of Wollaston, Champion of Dorchester, Deluxe of Beverly, Golden Rule of Braintree, Greater Boston of Waltham, K-B of Dorchester, Lord's of Cambridge, Martinson & Thomas of Middleboro, Merrymount of Quincy, Nu-Way of Medford, Paramount of Brockton and Wheeler's of Brighton.

Besides cleaners, sponsors include almost every known kind of retail business. The program is operated by a well-known Boston advertising agency under the name of the T. V. Premium Plan. The television show, called "What's Offered?", is an auction-type program. The studio audience and viewers at home attempt to outbid one another for \$1,500 worth of prizes each week, including such awards as complete Florida vacations, refrigerators, diamond rings.

The bidding is done with special sales slips that are receipts for purchases made in the participating stores. No cash bids are allowed.

Announcer Stan Shaw acts as chief auctioneer, taking bids from the studio audience. He is aided by girls from a local model agency who take telephone calls from the bidders at home. A whistle is blown when the bidding in the studio reaches its peak. The home listeners

are then notified that they have 15 more seconds to complete the bidding.

When a winner is found, Shaw usually gabs with the lucky bidder to find out the vital facts as well as where he acquired the winning receipts. A detective agency is employed to visit each at-home winner to check and see if that person has the necessary receipts.

Each sponsor is enrolled at a fee of about \$10 per week for a certain period of weeks. Each new member is guaranteed that his own business will receive an individual welcome on the following show. He also receives the promise of another plug at a later date when his home town or neighborhood business district receives a special salute.

The agency also provides window stickers that will inform the public that the sponsor is a T.V. Premium member. Special receipts are provided and bulletins are mailed to each member at certain intervals to keep him informed of developments.

The receipts are given for purchases in any amount from the nickel ice cream cone at the corner drugstore to expensive jewelry. On special sales days the receipts have a double value in order to entice more customers for planned specials.

Receipts are good only for a four-week period and may not be used by any sponsor or his family. Employees of a sponsor cannot use receipts obtained where they work.

At present the cleaners who have taken part in this plan are a little cautious about predicting its eventual success or failure. Some have heralded it as an excellent way for the small businessman to advertise his services while others have been disappointed at the results.

One complaint voiced by a local cleaner was that the prizes are auctioned off at amounts far greater than any cleaner's customer could accumulate in the period allowed. He pointed out that his average customer very rarely spent over a couple of dollars in any given week and that the cleaning business is built on a volume of customers rather than a few large sales, as might be the case in other fields.

The best results shown so far have been in the community shopping districts where various merchants have joined together to back the plan as a group. In these cases the customers have been able to pool the receipts they receive from the grocer, the baker and the druggist, as well as from the cleaner in order to make a formidable bid.

These communities have backed the plan to the extent of taking space in local newspapers to push their own neighborhood as T.V. Premium districts. The advertising agency handling the plan gave some form of guarantee limiting the service from competing businesses in the immediate area of a member store.

The plan slowly began to create more interest but the turnover of individual businesses participating raises doubts about its stability. People have begun to ask for their T.V. Premium receipts but the influx of new customers has been difficult to trace. Retailers who have some form of budget for advertising were willing to go along with the plan but others hung on for one term of membership and then dropped out.

The customer reaction has also been mixed. Some have complained of the difficulty of getting in a winning bid because of the jammed telephone lines. On the other hand, those who win help to create a good deal of interest and discussion for an individual store.

The Boston area is expected to be a good proving ground for the plan as it is said to have a higher percentage of television sets per family than any other city in the nation. # #

"the only good moth is a dead moth"



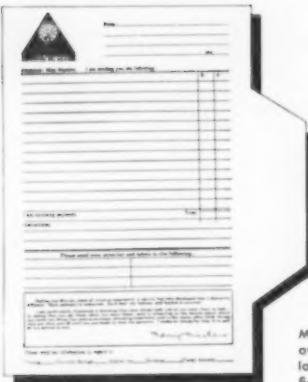
Partner, everyone agrees . . .
and every cleaner who knows
Monite knows it's **sure-fire**—
sure-fire as moth protection, **sure-**
fire as the added attraction that
turns occasional customers into
steady repeaters—into profit-
making volume business!

*Easier and cheaper than a blunder-
buss, too! Applied in the wheel—no extra
labor or equipment needed—costs only
1½¢ per average 3 lb. garment!

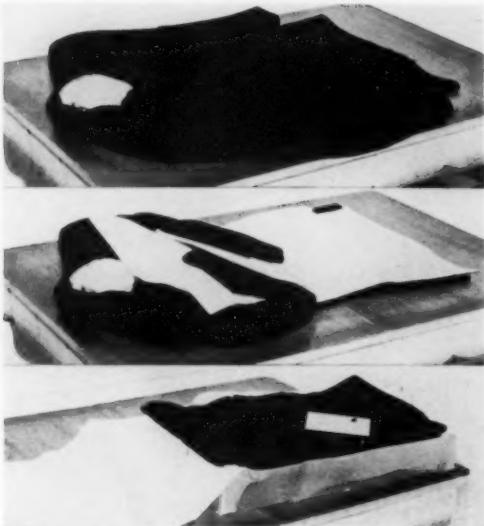


Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.



MAIL-ORDER BLANK folds over, seals to form envelope. Reverse side carries firm address and price list



STEPS IN PACKAGING. Top: Coat is laid out on small table front up, collar to left. Crumpled paper goes in each shoulder, across neck opening. White tissue is now used but any paper will do. Center: Next, sheet of paper 15 by 30 inches is placed over coat, sleeves are carefully folded over. Bottom: Coat is then folded from tail to collar. Sheets of paper between folds prevent hard creases. Shipping cartons, of heavier cardboard than average suit box, are reused. Order blank-price list goes out with each package

Mail-Order Drycleaning

Proper Packaging and Highly Personal Touch Make Success Of This Specialized Business

by LON FANALD

THE IDEA of building up a mail-order business came to Turner Williams, owner of Crown Cleaners and Laundry in Mexico, Missouri, because a number of customers who had moved away continued to send in their cleaning.

First, Mr. Williams checked on the reasons why former customers mailed back their work. Some told him that Crown's personal service made them feel as if they were doing business with an individual instead of a big company. Others said it was because garments were never shrunk—they always came back the same size with never a loss of belts, buttons, etc. There were other reasons but these were the main ones.

Taking this as a cue, Mr. Williams organized a separate corporation, Mary Masters, Inc., Cleaning Laboratories, Mexico, Missouri, U. S. A.

A mailing list was developed, containing the names of several hundred former customers of Crown who had moved away from Mexico. Five hundred names from nearby St. Louis were added. A second list contained the names of the several hundred people who were then mailing in their cleaning to Crown.

Mr. Williams next employed a young lady who had a good radio voice and considerable talent as a letter writer. He told her, "You are Mary Masters."

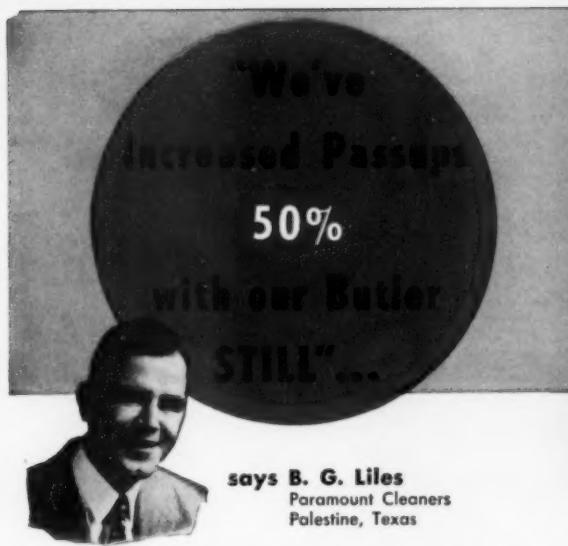
Hundreds of people the country over consider Mary Masters their very personal friend and confidante. Customers write her poetry and send her their pictures. Once when she was ill for several months and an as-



MAIL-ORDER CUSTOMERS WHO VISIT Mexico, Missouri, see "Mary Masters" in tile over door. Inside they meet . . .



MARY MASTERS herself, with her professional equipment—ledger, adding machine and typewriter



says **B. G. Liles**
Paramount Cleaners
Palestine, Texas

"By using our Butler Still regularly we find that we remove all impurities, such as non-volatile oils and greases, from our solvent. With our pure, active distilled solvent, we remove the soluble spots and oils in the washer, and we no longer have graying caused by oil film. As a result, we have increased pass-ups 50%.

"This has saved us a lot of extra work. We've been able to reduce our spotting to a minimum, and we've cut our wet-washing by 40%.

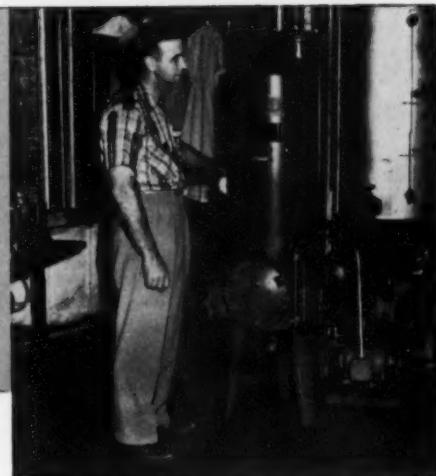
"We have found no other treatment that is as effective in removing non-volatile oils and greases from our solvent as our Butler Still. We're convinced that distillation is the only sure method to get quality cleaning at low cost."

BUTLER MANUFACTURING COMPANY

Mail
This Coupon
TODAY!

The Butler Complete Line

I am also interested in



Mr. Liles inspecting his 30 gph Butler Still in his cleaning room, Paramount Cleaners, Palestine, Texas.

You, Too, Can Increase Passups, Reduce Spotting and Wet Cleaning by Installing



Take a tip from B. G. Liles on how to improve quality, increase production, cut costs in your plant. Ask your Butler representative to tell you about *all* the advantages of a Butler Still in a size to suit your needs, or write for information today.

• KANSAS CITY 3E, MISSOURI

Address: BUTLER MANUFACTURING COMPANY
7452 E. 13th St., Kansas City 3E, Missouri

Gentlemen: Please send me full information about
Butler Stills.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

sistant handled her correspondence, she received hundreds of get-well cards and letters.

When the mail-order business was first established, Mary Masters went on the air over a large radio station each morning with a chatty program beamed to housewives. She talked about cooking, the care of children, how to make an afternoon party more fun and, of course, how to send in your cleaning to Mary Masters.

Personal letters were written to all those who had been mailing in garments. They were told about the new company and asked to recommend Mary Masters to their friends, and to send in a list of people who might like to have their cleaning handled in this better way. With each letter went a Mary Masters price list and mailing-instruction folder. Personal letters were also written to every name on the new-prospect list.

A personal letter also went out to everyone who

sent in an order. Long ago the radio program was discontinued but the personal letters—informal, friendly chatty letters—still go out on every order.

"Attention to each order and the developing of a packaging technique," Mary Masters says, "plus a personal letter with every order, is the secret. I know that there are hundreds of people who use our mail-order service regularly for no other reason than that they like to get the letters that we write them when we mail back the order."

The Way It Works

Mail-order customers are urged to send in orders of \$5 or more. On these orders Mary Masters refunds the incoming postage. Outgoing postage is paid on all orders.

Mary Masters, Inc., carries insurance on all orders from the time they are mailed by the sender until they are received. Mail-order customers are advised to save by not sending their orders by insured postage.

Payment for the work is sent in with 90 percent of the orders. All work not paid for goes out C.O.D. unless a charge account has been established.

Each price list sent out, which carries an order blank on the inside, has three lines for: "Please send your price list and labels to the following." A third of the orders coming in contain the names of one or more new prospects.

Today the Mary Masters list includes over 1,000 customers who mail in their cleaning regularly. The majority of the orders are for \$5 or more. Nearly all of them are for cash. A charge service is offered after credit rating has been obtained but few ask for credit. There is some fur storage, alteration and dyeing but the bulk of the business is straight cleaning.

In 1950 orders were received from every state in the Union, from Western Germany, Italy, Egypt, England and Japan. The big majority of the orders, however, come from an area within a radius of 300 miles.

"During the recent railroad 'illness', or whatever you call it," Mary Masters said, "we had to hold up some orders on mailing, but over the years we have been able to give as fast a mailing service as most of our customers would receive locally."

"We have learned to package work so that we have very few, if any, complaints."

"Mail-order business is easy to hold if you are willing to spend the extra time writing personal letters on each order to make the customer feel he is dealing with a real person." # #

*- for foolproof
proven efficiency substitute*

**There is no
for PRE-MARKED
STRIP-TAGS!**

\$3.30 BOX (white)
\$3.50 BOX (colored)
1,000 strips per box

Each box numbered
from 001-1,000

★ Instantly revolutionizes marking methods!
★ Saves 50% in marking and assembly time!
★ Eliminates transposed numbers . . . claims!
★ Clear Bold Numbers . . . No eye strain!
★ Ink damage impossible - Throw your ink away!
★ Tear them off - staple them on . . . that easy!
10-BRIGHT COLORS: numbers 1 to 30 in each color

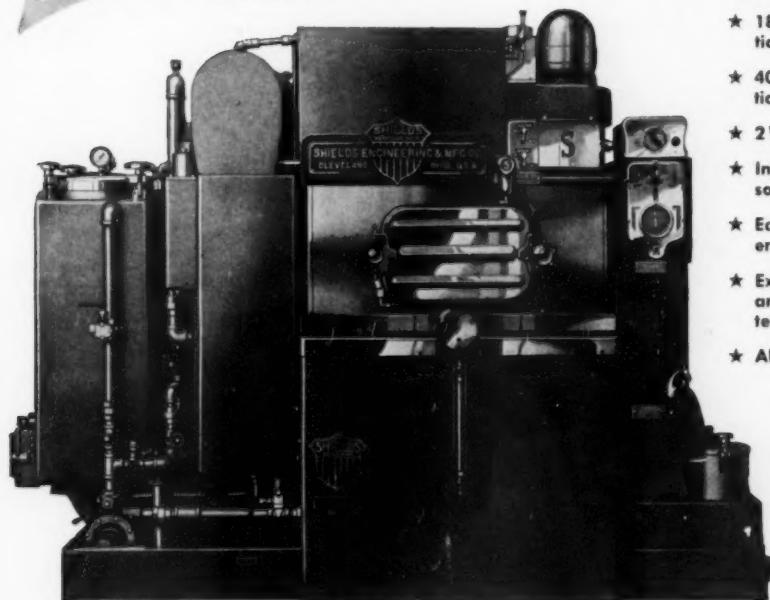
Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST. P. O. BOX 2430
SAN DIEGO, CALIFORNIA

*- for
best results
use both tags
together!*

Also, the NEW
**20 SPECIAL
INSTRUCTION**
TAGS in six bright colors
a color for each dep't.
Let TOKEN-TAGS
show you how to do it
right the first time.

be sure...buy SHIELDS

the BEST synthetic
DRY CLEANER
with recovery



Features

- ★ 50-pound load capacity.
- ★ 40-minute cycle.
- ★ Washer, cylinder, condenser of Monel metal with bronze fittings.
- ★ Vibration-proof construction.
- ★ 1800-GPH Continuous filtration.
- ★ 40-GPH Independent distillation.
- ★ 2½" dump valve.
- ★ Injector emulsifies soap and solvent.
- ★ Economical, fool-proof operation.
- ★ Extra reserve tank for rinsing and balancing solvent system.
- ★ All parts easily accessible.
- ★ Rugged, compact unit operates quietly under critical load conditions.
- ★ A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

GREATEST ECONOMY - OF SPACE, TIME AND LABOR

Yes, SHIELDS R-51A AUTOMATIC CHAMPION PERCHLOR UNIT—the choice of discriminating dry cleaners—is the recognized best value in Synthetic Dry Cleaners. Now available with simplified,

easy filter change—muck taken out dry. Remember Garments Go in Dry and are Taken out Dry—Load and Unload—Move Timer to starting point—That's all that is necessary to run a load.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING



Shields
ESTABLISHED 1915

ENGINEERING AND
MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

TABLE I
Cool Waste Due to Heat Loss From Uninsulated Surfaces

1 Steam Pressure	2 Temperature Degrees F.	3 Temperature Difference Degrees F.	4 B.t.u. Loss Per Sq. Ft. Per Hour	5 Coal Wasted Lbs. Per Sq. Ft. Per Year	6 Area in Sq. Ft. Wasting 1 Ton Coal in 1 Year
—	100	30	56.6	49.6	40.3
—	120	50	97.5	85.4	23.4
—	140	70	142	124.3	16.1
—	160	90	290	166.3	12.03
—	180	110	242	212	9.44
—	200	130	298.5	261.5	7.65
0	212	142	334	293	6.82
10	240	170	425	372	5.38
25	267	197	522.5	458	4.37
50	298	228	644	564	3.55
75	320	250	737.5	646	3.10
100	338	268	820	718	2.79
150	366	296	960	840	2.38
200	388	318	1,079	945	2.12
250	406	336	1,184	1,036	1.93

TABLE I shows amount of heat energy lost, and coal consequently wasted, by dissipation of heat through uninsulated surfaces. Calculations are based upon available heat value per pound of coal of 10,000 B.t.u., which is equivalent to boiler efficiency of 70 percent using coal with calorific value of approximately 14,000 B.t.u. per pound. The figures are based also on continuous service, 24 hours per day, 365 days per year, with average temperature of surrounding air at 70° F.

These computations are very conservative as both boiler efficiency and heat value of coal are high; a lesser boiler efficiency or inferior grade of coal would show even greater fuel waste.

COL. 2 starts out with temperature of 100° F. because heat loss and waste of fuel start the instant the lines and equipment get a degree warmer than room temperature.

COL. 3 gives difference between room temperature of 70° F. and operating temperature of pipe lines and equipment. Naturally, at lower temperatures waste will be greater, and at higher temperatures it will be less. In the Southern states, however, a cleaner should estimate cost of ventilating equipment needed to draw off the wasted heat!

COL. 4 This column is for engineers and scientists; drycleaners see Col. 5

COL. 5 reveals pounds of coal wasted for every square foot of surface exposed. Even with no steam pressure and the water at body temperature, you can waste 50 pounds of coal per square foot in a year. At 100° pressure loss is well over quarter ton for each square foot of exposed surface.

COL. 6 shows number of square feet of pipe surface or equipment surface that it takes to waste a ton of coal per year. Notice that at boiling point of water (212° F.) less than 7 square feet of exposed surface will waste a ton of coal annually.

Save Tons of Coal!

**Insulation Can Save Ton of Coal Annually
For Every Square Foot of Surface Exposed**

by MARSHALL F. ALLEN

Manager, The Magnesia Insulation Manufacturers Association

HEAT PRODUCTION is a big cost factor in a cleaning plant. Loss of heat, unlike steam leaks, is not seen by the eye but it is just as real—and continuous. Table I shows the fuel equivalent of the heat loss from uninsulated surfaces. By reducing heat losses to a minimum, insulation can decrease the annual fuel bill to a surprising extent.

Adequate insulation can also increase plant efficiency. For example, uninsulated distillation equipment can lose 10 percent or more of the total heat supplied to it. By reducing the rate of heat loss, insulation results in an increase in the distilling rate. Similarly, an increase in the drying rate may be obtained by insulation of solvent recovery systems and garment dryers.

Insulation prevents steam condensation and so helps

avoid many operating difficulties. For instance, wet steam decreases the rate of heat flow in equipment and affects its performance adversely. To maintain satisfactory performance of equipment, steam traps which will remove water from the steam before it reaches the equipment must be added in the lines.

Insulation also makes an important contribution to plant safety and comfort. It helps to keep the air temperature in the plant from rising above the comfort level, and eliminates the danger of someone being burned by an exposed, hot surface.

To get the most from your insulation dollar, the material should give good service for the entire life of the equipment on which it is used. It should not spall or crack when alternately heated and cooled during

How to get the smile that says "Satisfied!"

Give her better, brighter cleaning with ERUSTO ENERGEX

For proper moisture dispersion in the washer it is necessary to have a good emulsion of solvent and water in the stock solution. Here's photographic proof that Erusto Energex provides this emulsifying action dry cleaners want.



Vessel No. 1—ERUSTO ENERGEX
Actual photograph shows stock solution with moisture still stable, after standing 3 days without agitation.

Vessel No. 2—AN ORDINARY DRY CLEANING SOAP—Stock solution almost completely separated after standing for only 24 hours. Lasted only $\frac{1}{3}$ as long as ENERGEX.



THESE TESTS SHOW WHY

Erusto® Energex gives better cleaning

ERUSTO ENERGEX forms more stable stock solutions with moisture—disperses the moisture more evenly in the washer. With petroleum solvents or perchlorethylene, ENERGEX forms exceedingly stable emulsions. That's because ENERGEX has been constantly improved since its first development.

Knocks out dirt—fast!

The outstanding emulsifying properties of ENERGEX are plus benefits . . . because ENERGEX is already well-known for its intense cleaning action. This energized de-soiler breaks soil down into fine particles. Digs out dirt from heavy woolens . . . dissolves dulling films on whites, colors, and fragile silks.

See for yourself the amazing cleaning action of ERUSTO ENERGEX. For more satisfied customers . . . for better cleaning at low cost . . . try ENERGEX!

PENNSYLVANIA SALT MANUFACTURING COMPANY
2059 WIDENER BUILDING
PHILADELPHIA 7, PA.

Highly concentrated—
less does more!

Suitable for
use in all
types of
dry cleaning
plants



PENN SALT

laundry and dry cleaning products

PROGRESSIVE CHEMISTRY FOR OVER A CENTURY

start-up and shutdown, and should not shrink as a result of continuous heating. Shrinkage exposes bare pipe at the insulation joints, causing considerable loss of heat. The structure of the material should not be subject to deterioration, such as crumbling or bagging, if wetting occurs due to steam leaks, spillage or moisture condensation. It should be strong enough to withstand a reasonable amount of physical pressure and contact.

An insulation used extensively in drycleaning plants is 85% magnesia. A molded product consisting of magnesium carbonate with asbestos fiber added as a binding and reinforcing agent, 85% magnesia can withstand temperatures up to about 600 degrees F. For use on pipes, it is manufactured in semicylindrical sections. It is made in the form of blocks for flat surfaces and large equipment and is also available as an insulating cement.

The optimum thickness of insulation depends on a number of factors, including its cost, the cost of steam, the length of time the surface is hot, and the operating temperature. The thicknesses of 85% magnesia most suitable for average conditions are shown in Tables II and III.

TABLE II
Inches of Insulation on Pipe

Temperature Range, F.	1/2 to 3 1/2	Pipe Sizes (Inches)		
		4 to 6	7 to 10	12 and over
100-200°	1"	1 1/2"	1 1/2"	1 1/2"
201-300°	1"	1 1/2"	1 1/2"	2"
301-400°	1 1/2"	2"	2 1/2"	2 1/2"
401-500°	1 1/2"	2"	2 1/2"	3"
501-600°	2"	2 1/2"	3"	3 1/2"

TABLE III
Inches of Insulation on Equipment

Temperature Range, F.	Insulation
100-200°	1 1/2"
201-300°	2"
301-400°	2 1/2"
401-500°	3"
501-600°	3 1/2"

How To Apply Insulation

Before 85% magnesia is applied, the surface to be insulated is cleaned of dirt and debris so that the insulation will fit tightly.

On steam and hot-water lines, the insulation sections are placed over the pipe surface, butted tightly together, and the factory-applied canvas is pasted down. Metal bands may be applied over the canvas.

Flanges, fittings, valves and steam traps are insulated with cement, applied in layers to a thickness equal to that used on the adjacent piping. The finish is the same as that used on the pipe insulation; namely, pasted canvas. On lines 3 1/2 inches in diameter and larger, sectional or block insulation, cut to fit the unit involved, is used instead of cement.

Depending upon the degree of curvature, exposed parts of solvent recovery systems, distillation equipment, tumblers and drying cabinets are insulated with either segmental or block insulation. The segments or blocks

are fitted to the surface involved and secured in place with galvanized iron wire loops. Insulation near cover plates, handholes or flanged joints is beveled off so that it will not be damaged when flange bolts or covers are removed.

Hexagonal wire mesh is stretched over the insulation and wired tightly in place. The mesh serves as a foundation for the asbestos cement finish which is troweled on in two coats to a final thickness of one-half inch.

Pressing machines are insulated with block or sometimes with insulating cement. If cement is used, hexagonal wire mesh is embedded in the cement for added strength and better cohesion.

Insulation Maintenance

Like a still or filter, insulation should be periodically inspected and routine maintenance work should be carried out promptly. Loose fit, broken or damaged areas, broken tie wires, torn canvas, etc., all decrease the effectiveness of the insulation.

An adequate inspection and maintenance program for any insulation may be outlined as follows:

1. The plant is inspected regularly to see that all major pieces of equipment and piping are insulated (for example, a newly installed still, new sections of piping, etc.).
2. Flanges, fittings and valves are inspected to see that they are insulated, especially those located in corners or spaces that are not readily seen.
3. Insulation is examined for damage and the damaged areas are promptly repaired or replaced (damage to insulation sometimes occurs when the equipment itself is repaired or when new equipment is installed).
4. Canvas and cement finishes are examined for tears, cracks or other damage, and the necessary repair work done.
5. Insulation is checked for loosening. This may be due to excessive vibration of the insulated equipment. The vibration is eliminated, if possible, and the insulation is reapplied and tightened. Loosened tie wires or bands are tightened and corroded tie wires or bands replaced. # #





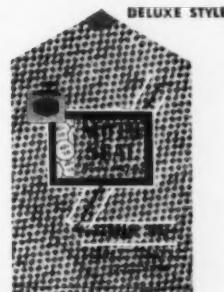
SAFE

PROTECTION where it counts!

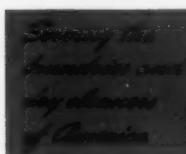
You are giving your customers proper protection when you deliver their garments in Moth Seal Storage Bags. Only with Moth Seal can you be sure of complete and lasting protection against soil, fading and damage. Moth Seal is the superior storage bag because it's three ways better: beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes all light and prevents fading); double sealed for extra protection. No other storage bag offers these unique features.

Two styles . . . Standard Cedar Grain without Windo . . . and DeLuxe Windo style!

*Moth Seal is available in your territory now . . .
ask your jobber.*

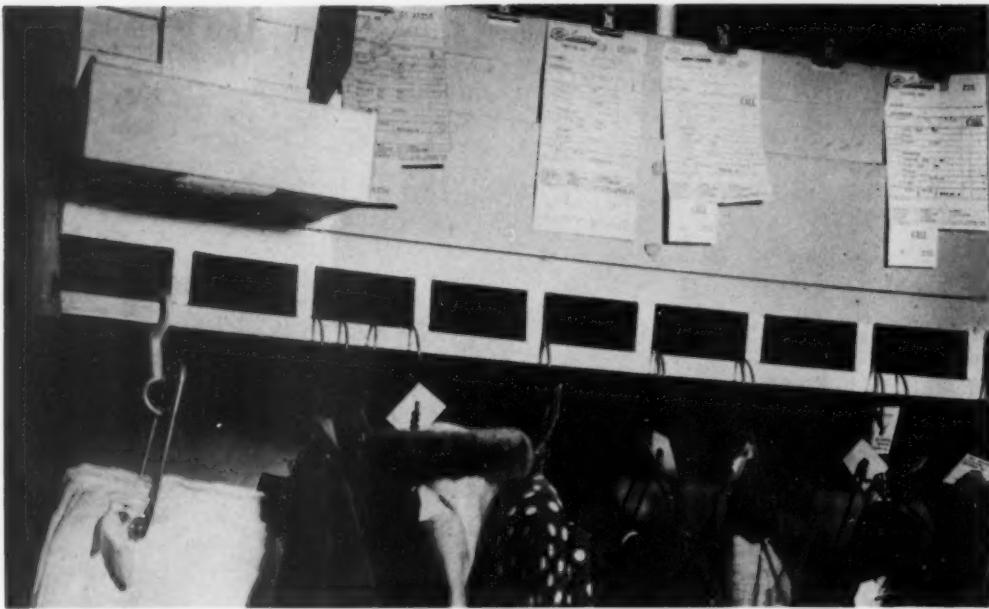


STANDARD STYLE



Lincoln Bag Company, Inc.
Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS



VISUAL SUBASSEMBLY starts with different colored invoices to which marking tags are attached

Cuts Assembly Cost

One-Girl Layout Handles Cleaning
From Call Office and Four Routes

by WILLIAM R. PALMER

ASSEMBLING DRYCLEANING ORDERS with the fewest steps and least number of handlings was the aim of O. J. Rawlins at the Davidson Laundry in Thomasville, North Carolina. All systems are compromises of the many factors involved.

It is interesting that Mr. Rawlins preferred to reduce the number of handlings at the expense of extra steps. Particularly since the extra handlings involved all garments, while the extra steps occurred in assembling the multiple orders on the semicircular rack.

The invoice, which covers several pieces to the order, has six wet-strength marking tags attached. This is enough for most orders. Different colored tags are used for each route and for the call office. In addition, the route number appears on each tag, or else the word "call" for the store business. These tags are attached to the final copy of the invoice, so tag and invoice are of the same color.

The invoices are marked with the customer's name and address by the driver or salesgirl accepting an order, and inserted in the bundle for the marker. The marking table has a clipboard attached to the writing shelf. When the marker opens the bundle she catches the in-



INVOICE TAKEN FROM BUNDLE and fastened to clipboard. Helps de-locking of tags

Ring The Bell WITH U-SAN-O



U-San-O is the powerful sales wallop that will drive your volume up and up and keep your plant humming... And Volume means Profits.

Yes, Mr. Drycleaner to get profitable new customers and keep regular customers from going elsewhere... offer them this terrific extra service—"We Mothproof Your Garments Each and Every Time they are Dry Cleaned with U-San-O, Insured mothproofing at no cost!"

Customers like, too, the protection of U-San-O's insurance policy—insuring their garments against moth damage for six months. It's proof to them that you really did mothproof their garments.

Don't wait! Keep that profit bell ringing with U-San-O Service.

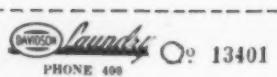
APPLIED IN THE WHEEL • NO EXTRA LABOR COSTS • NO SPRAYING

To order and for complete information about additional, free, sure-fire promotion helps... Write or see your favorite U-San-O distributor or write direct to:

Fully protected
by U. S. and
Canadian
patents.

U-SAN-O
INSURED
MOTHPROOF
CLEANING
SYSTEM

American
MOTHPROOFING COMPANY
711 NORTH EUCLID AVENUE • ST. LOUIS 8, MISSOURI



NAME

ADDRESS

Date	Lot	Tickets	2
Suits	2pc	3pc	
Pants			
O coats		Coats	
Sweaters			
Dresses	1pc	2pc	
Suits	2pc	3pc	
Blouse			
Skirts		Jackets	
Coats			
Belts	Press		
		TOTAL \$	

Remarks:

R-BLACK	R-RED	A-GREY
G-BROWN	V-YELLOW	L-LAVENDER
T-TAN	W-PINK	T-TAN
G-GREEN	W-WHITE	No. 13401-152 High Point, N.C.

2	2
Nº 13401	Nº 13401
2	2
Nº 13401	Nº 13401
2	2
Nº 13401	Nº 13401

NUMBER AND COLOR identify sales outlet on invoice

voice under the clip. This not only makes writing easier but aids in tearing off the perforated marking tags.

Although there is no hard-and-fast lot control by color of tag, there is a certain amount of scheduling involved. The "country" routes, which unload and pick up at the plant only once each day, take priority in the processing. This means that garments bearing tags of the colors assigned to those routes must be worked on first. Thus they will be sure to clear the plant and be on the drivers' racks by the end of the day.

The silk and wool finishing lines come together at the entrance to the assembly semicircles. The slickrail ends in an inspection hook in the center of the assembly circle. Right next to the inspection point is the table on which a rack for invoices is set.

This rack is for single-piece orders only. The invoices are filed in separate pockets so that their numbers are visible at a glance. They are also filed in groups according to the last digit of the invoice number. Thus, if a skirt has an orange marking tag bearing a number ending in "7," the inspector has to glance at only four or five orange invoices under the $\frac{7}{4}$ s.

If it is a several-piece order the garment goes on to the assembly rack. Here again the color of the tag speeds locating the proper invoice. The two half circles are divided into five sections each, numbered 1 to 5 and 6 to 0. The invoices are posted over the slots in the rack according to final digits, so that the inspector-assembler again has to scan only a few invoices of the



SINGLE-PIECE INVOICES filed in rack by inspector

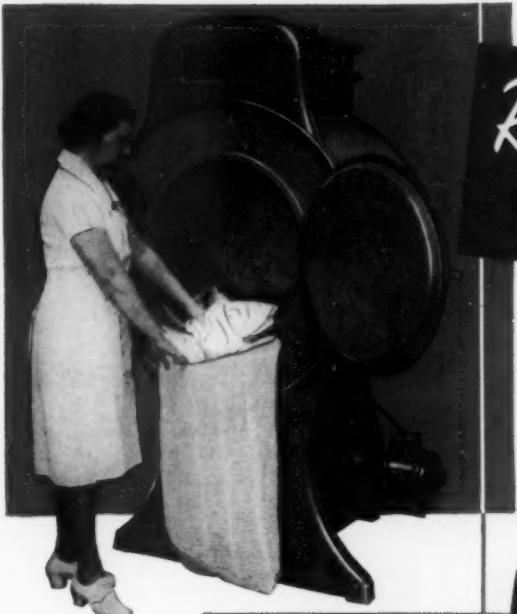
particular color to find the right slot for any garment.

The invoice is handled only twice in the assembly department; once when it is filed in the rack, and again when it is pinned on the garment bag. If a single-piece order is involved, the inspector makes a half turn from the inspection point and hangs the garment on the bagger. She pulls the bag down from the overhead holder, pins on the invoice which she pulls from the rack, and sends the order on to the shipping racks.

From the assembly racks the procedure is the same, except that she clamps the invoice against the palm of her hand with three fingers while hanging the order on the bagger and drawing down the bag. This avoids going back for the invoice.

The colored tags assist in sending to the shipping racks. Five slickrails fan out from the exit side of the assembly area, leading to the four drivers' racks and the will-call rack. When the order has been bagged, the inspector-assembler-bagger has only to hang it on to the proper slickrail and give it a push. Every hour or so she clears the lines by pushing the orders on down to the drivers' racks. However, the slickrails cross an aisle, and everyone who passes by absentmindedly gives the accumulated garments a shove in the right direction, so this task rarely falls on the inspector-assembler-bagger-dispatcher. # #





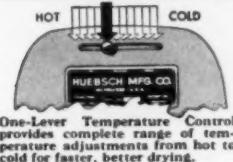
FOUR SIZES

36" x 18"
36" x 24"
36" x 30"
42" x 42"

**PRICES BEGIN AT
\$450⁰⁰**

...including fused extinguisher and explosion-proof motor.

See your Huebsch representative or write, wire or phone us.



One-Lever Temperature Control provides complete range of temperature adjustments from hot to cold for faster, better drying.



Exclusive Huebsch "Spun-Lock" Cylinder construction insures a longer life of drying service.



Compact construction... Huebsch Tumblers, used individually or in a battery, cost less to run and maintain. Low initial cost.

RIGHT to work with because
it's **RIGHT** to begin with!

MORE THAN 70,000

HUEBSCH

open-end

TUMBLERS

NOW IN DAILY SERVICE

BASIC HUEBSCH DESIGN BEST

Saves labor, maintenance, power, fuel

Huebsch invented the Open-End Tumbler in 1932. Since that time, Huebsch designers improved and perfected this machine to its present unequalled efficiency.

Huebsch Tumblers are designed for super duty. Sturdily built to take the day-after-day punishment of drying capacity loads... streamlined to save floor space and make your operator's job easier and quicker.

Every design feature has been proved practical. No fancy trimmings... no unnecessary panel housings to make maintenance difficult. Important parts such as the motor, reduction drive and coils are in the open so that they can be easily serviced.

Everywhere, Huebsch proved performance... and Huebsch well-known acceptance... make Huebsch the wanted tumbler.

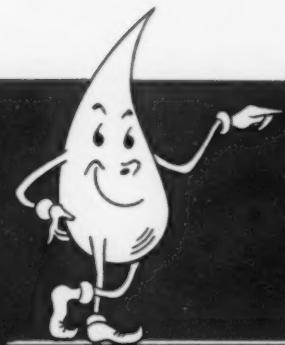
HUEBSCH

Originators

Open-End Tumbler Handkerchief Ironer and Flutter Panty Shaper Automatic Valves Feather Renovator Double Sleever Collar Shaper and Ironer Garment Bagger Cabinet and Garment Dryers Washometer Hosiery Ironers

Make Your Own **DRISYN**

Soap
Stock
For Only **23***
c a gallon



*...It's as vital to cleaning
as soap is to washing!*

DREW DISTRIBUTOR FRANCHISES AVAILABLE TO RESPONSIBLE JOBBERS IN SOME TERRITORIES. INQUIRIES INVITED.

Here's Real Economy!

STUDY THESE FACTS

- Make your own soap stock solution at a cost of 23c a gallon!
- One 5-gallon pail of DRISYN cleans approximately 32,000 lbs. of clothes—approximately 16 tons of garments!*
- DRISYN makes the *finest* drycleaning soap (and the best spotter) you've ever used!
- One stock solution cleans *all* classifications!
- Use in either petroleum or synthetic solvent!
- Controls moisture. No matter how much moisture is in the garments or atmosphere, DRISYN will absorb it all and will carry it in suspension indefinitely!
- Prevents redeposition of soil . . . holds wet cleaning, re-runs, extra handling to a minimum!
- Will *not* cause filter pressure!
- DRISYN has *not* increased in price!

You are not charged for any drums.

You do not have to return any drums.

* Based on Moisture Stock Solution for Petroleum Machine.

Compare this formula with any you've ever used. Try it and then compare your cleaning results with your present formula.

DRY STOCK

For Use in Petroleum Solvent

DRISYN	SOLVENT
1 gal.	39 gal.

For Use in Synthetic Solvent

1 gal.	21 gal.
--------	---------

MOISTURE STOCK

For Use in Petroleum Solvent

DRISYN	SOLVENT	WATER
1 gal.	39 gal.	13 gal.

For Use in Synthetic Solvent

1 gal.	21 gal.	3 gal.
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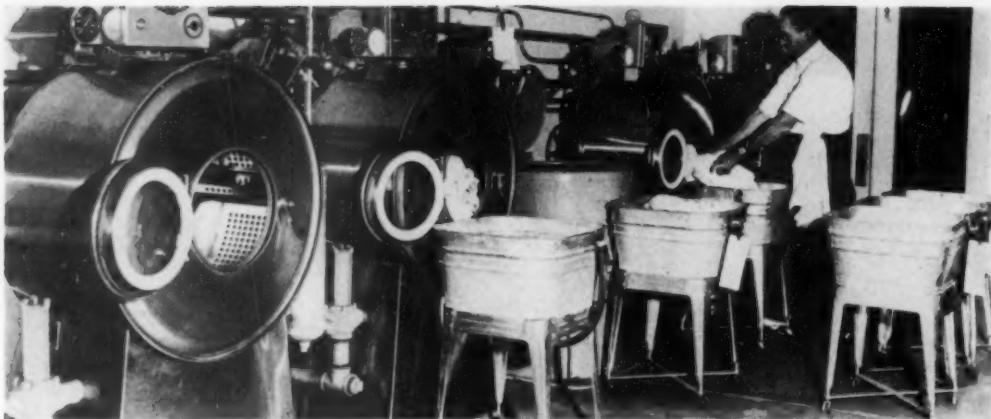
CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., INC.

15 EAST 26th STREET, NEW YORK 10, N. Y.

**DREW
PRODUCTS**

Ask your jobber about DRISYN today
or write for a DRISYN folder.



LINE OF WASHERS is on right of store where customers can see them in operation. C. L. Coker (right) says stainless steel equipment makes impression on customers.

Cleaner Challenges Launderettes

One-Hour Service and Commercial
Washers Bring in Repeat Business

by LON FANALD

WITH AN IDEAL LOCATION, the right equipment, and a double man-and-wife operating team, Dolly Cleaners of New Orleans is offering a combination dry-cleaning and laundry service that is giving the area launderettes with cleaning agencies a real headache.

Dolly Cleaners opened its plant in November 1950 with the usual fanfare—a full-page announcement in a local shopping-center newspaper, 10,000 handbills distributed by Boy Scouts, and door prizes. A promotion cost of \$350 attracted 800 visitors on opening day.

Hugh and L. H. Coker spent ten months studying different locations. They finally selected a corner building on Elysian Fields Avenue, with plenty of room for front and side parking. They have the last business-zoned lot in the restricted Gentilly area which boasts the city's largest shopping center. Elysian Fields Avenue is the only street which runs the full length of the city. It is the shortest route to the downtown business district for some 100,000 residents of the North Side.

The fact that there are four self-service laundries with domestic washer equipment in the immediate area was the best endorsement for the location, according to L. H. Coker. The owners believed that if the district could support four home-type, self-service washer operations, with heavier laundry equipment they could pull and hold their share of the business.

The Dolly plant has an attractive double-entrance front. It extends 48 feet back to include the store, washroom and drycleaning finishing room. There is a 12-by-30-foot addition at the rear for the drycleaning room. The boiler is in a separate building 12 feet from the nearest wall to take advantage of the minimum fire insurance rate.

Complete new drycleaning and finishing equipment was installed at a cost of \$18,000. Four stainless-steel 25-pound-capacity laundry washers, equipped with automatic dumping valves, water inlet valves and timers, cost \$4,000. A 20-inch laundry extractor with timer and automatic brake, two laundry tumblers, a 336 g.p.h. gas-fired water heater, a water softener, eight truck tubs, a scale and other incidental equipment ran the total cost of the laundry side to around \$7,000.

"We really gave a lot of thought to plant arrangement," L. H. Coker said. "For a number of years we have been intrigued by the huge laundry market opened up by the self-service operators. Long before we opened the new plant we made up our minds to get a share of this business."

"We visited dozens of self-service laundries in different parts of the South. From these visits we were convinced of two important facts: First, that the home-type washing equipment was not turning out anything like the quality job that heavier laundry equipment could deliver. Second, repeat business was very small. This big customer turnover in our opinion was partly due to bad quality and partly to failure of the launderette operator to give good service."

Experience since opening the Dolly plant has borne out this reasoning. There have been practically no lost customers, with a steady volume increase.

There are a number of advantages to the washing service being offered at Dolly Cleaners over the usual self-service, home-washer-equipped launderette:

1. The customers, 95 percent women, do none of the work.
2. The customer does not have to worry about soap

FUMOL out in front!



First Choice FOR DEPENDABLE MOTH PROTECTION

More and more, America's drycleaners have come to recognize FUMOL as the time and laboratory tested* leader in moth control! At the lowest* possible cost, too! More and more, America's drycleaning customers prefer FUMOL moth protection! Millions of garments have proved FUMOL dependable. That's why FUMOL moth control products are out in front!



Independent testing laboratories have found that FUMOL products meet the rigid specifications for moth protection.

- Double In Solvents
- Moisture Free!

FUMOL

CORPORATION

VAN DAM STREET AND BORDEN AVENUE
Long Island City 1, New York



TEST DEPENDABLE
FUMOL
MOTH PROTECTION
PRODUCTS
LEAD THE FIELD!

FUMOL OS 40

For Use in Petroleum Solvent Systems

FUMOL SS 60

Synthetic Solvent Systems

SECTOFOG

Double Action Moth Fogging

MOTH SECTOL

Double Action Moth Spray

The TEST OF DEPENDABLE
FUMOL MOTH PROTECTION

DECALS for
your windows
and trucks



Also WINDOW STREAMERS • TADS
CIRCUMS • MAIL ADVERTISING KITS

FUMOL CORPORATION

Van Dam Street and Borden Avenue
Long Island City 1, New York

Dept. C-3

Yes, we want to know more about Dependable
FUMOL MOTH PROTECTION and how it can help us
build Sales.

Check System Petroleum Synthetic

Name _____

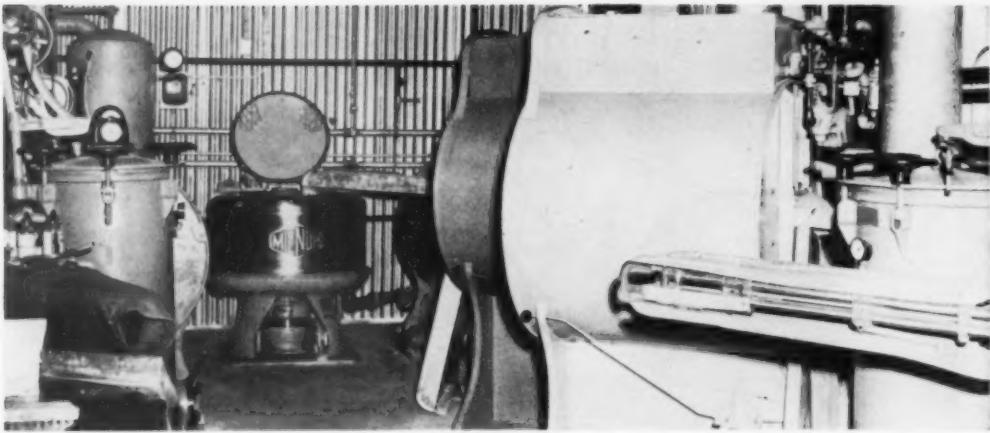
Company _____

Address _____

City _____

Jobber _____

Send Literature Please Check



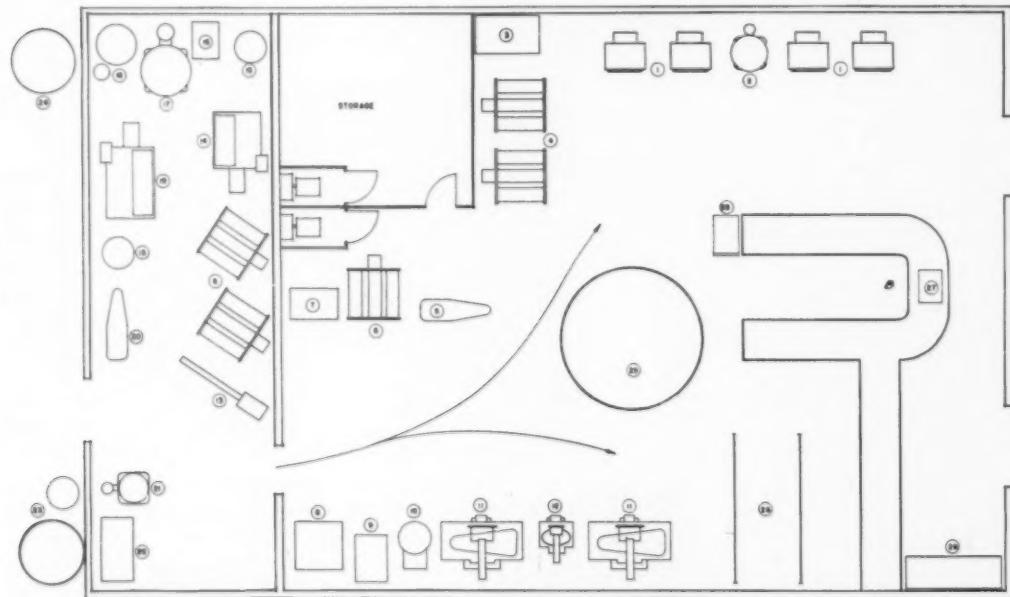
CLEANING ROOM LAYOUT is compact with sufficient space but every step-saving advantage. See layout drawing below

or bleach and is not penalized for leaving them home.

3. Without extra charge, she can have a pickup and delivery service if preferred.

4. Or, she can bring her bundle to the plant, go about her marketing in the nearby shopping center, then in an hour pick up her folded, packaged laundry.

5. Each washer handles up to 25 pounds. The bundle is weighed in in the customer's presence. The customer is charged for the exact number of pounds in the bundle. In a launderette the charge is usually based on a domestic-washer load, usually 9 pounds, and if the bundle weighs, say 11 pounds, the charge is not



1. 25-lb.-capacity open-end washers
2. 20-inch extractor
3. Desk
4. 36-by-30 laundry tumblers
5. Steam finishing board
6. 36-by-30 drycleaning tumblers
7. Wool spotting table

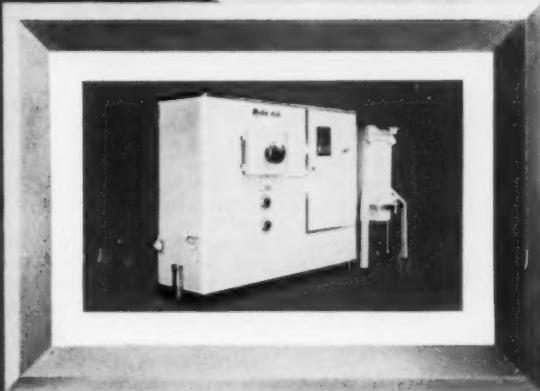
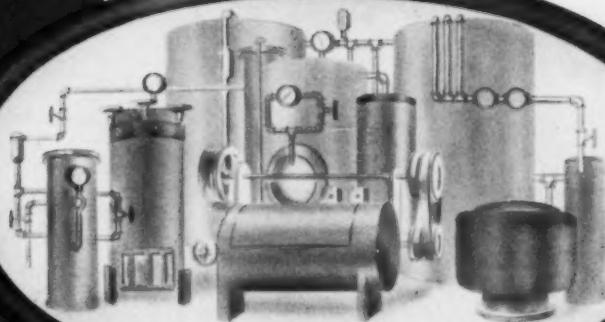
8. Drying cabinet
9. Vacuum
10. Dress and coat steamer
11. 42-inch press
12. Mushroom press
13. Pants stretcher
14. 30-by-36 drycleaning washer

15. Filter
16. Solvent return system
17. 30-inch drycleaning extractor
18. Vacuum still
19. 30-by-48 drycleaning washer
20. Spotting board
21. 17-inch wetcleaning extractor

22. Monel scrub table
23. Water softener
24. Solvent storage
25. Assembly wheel
26. Drycleaning storage racks
27. Cash register on counter
28. Scales. 29. Store settee

1950

OR 1951?



**LARGE CAPACITY • LITTLE SPACE
HIGH QUALITY • LOW LABOR COST**

Why be satisfied with antiquated machinery in this age of modern science? The new MARTIN 66 PETROLEUM SYSTEM (for 140° or 105° solvent) is the answer to time and money saving quality cleaning. It is fully automatic, doing twice the capacity in one half the space and permits the dry cleaner to devote 90% of his time to spotting and other duties. Act now! Phone your local Martin representative, or write direct to Martin Equipment, for full information on the MARTIN 66.

Martin EQUIPMENT CORPORATION
777 Hertel Avenue

Buffalo 7, N. Y.



MOTHER CARRIES LAUNDRY and daughter drycleaning to Dolly Cleaners. Firm name and symbol are popular with little girls.



COUNTER IS IN CHARGE of Mrs. Hugh Coker. Small girls, she says, insist on coming back to see again two dolls in glass cases.

for the extra 2 pounds, but for two 9-pound washer loads.

6. Using regular laundry equipment and following a tested formula give the customer a quality bundle. "There is no bragging here," Hugh Coker said. "When experienced laundrymen use the right equipment and formula they are bound to turn out a better, cleaner, brighter and fresher-looking bundle that the customer can see and appreciate at a glance."

Dolly's Cleaner's washing formula is as follows:

1. A 2-minute clear-water flush at 90 to 100 degrees with a high water level.

"We have found," the Cokers say, "that this removes the water-soluble soil and body acids, which make up at least 60 percent of the dirt. We like to remove this without any neutralizing agent. After running dozens of test loads we are convinced that this flush gives us a bundle of clothes that is brighter and has more aliveness. Then there is a definite supply savings in giving this first clear-water flush."

2. A 6-minute warm suds, 120 degrees with a medium-titer built soap and a low water level to save on supplies.

3. A 4-minute suds the same as above.

All colored goods not to be bleached are netted. After the above suds run the washer is opened and the net removed.

4. A 4-minute suds with a 1 percent bleach added, low water level, water at 140 degrees.

5. A 2-minute hot-water (140 degrees) rinse with high water level to remove remaining bleach.

The net of colored work is then returned to washer.

6. Two 2-minute rinses at high water level.

7. One 2-minute rinse at 90 to 100 degrees high water level. If washers are loaded to capacity another rinse is used.

8. One 4-minute rinse with sour and blue.

The load is then pulled, extracted 5 minutes, tumbled in a warm tumbler 15 minutes and then in a cold tumbler 3 to 5 minutes.

Dolly Cleaners offers two washing services, a damp dry and a complete dry. There is a 9-pound minimum on both services. Charges for damp dry run 5 cents per pound. For the complete dry, folded and wrapped, the charge is 7 cents per pound. Ninety percent of the washing-service volume is complete dry.

The first week the plant was open 75 percent of the

volume was in drycleaning and 25 percent from the laundry side. As over-all volume has increased the same ratio has held.

However, more new customers are sending in their work by routemen. This is to be expected, the Cokers say, as they now have two routes and routemen are driving for new accounts. Routemen carry scales, weigh the bundle and write out the ticket when they pick up the work.

A single ticket is used for both laundry and drycleaning services. Whichever service a customer has, the ticket tells about both.

A finished laundry service is also given, with the work sent out to local plant. To date finished laundry has been running approximately 15 percent of the total plant volume.

And now we come to the proof of the Coker family pudding. Since the opening week there has been a consistent volume increase which has averaged \$50 per week. The plant was equipped and set up to handle a combined \$2,000 weekly volume. If the present growth records hold, and there is every reason to believe they will, the \$2,000 weekly volume goal will be reached before the Cokers celebrate their first plant birthday.

"Then," said Hugh and L. H. Coker, "we are going to look around for a second good location and duplicate the plant that we now have. With our family team we can run four plants, and that is our ultimate goal." # #



FAMILY TEAM totals 89 years of cleaning and laundry experience. Left to right: Hugh Coker has charge of outside selling and routes; Mrs. Hugh Coker of office; L. H. Coker handles drycleaning, supervises washing; Mrs. L. H. Coker in charge of finishing, inspection, repairs.

Eaton's LIQUID HW SOAP

So Strong...
IT CLEANS THE DIRTIES

So Mild...
IT CAN'T HARM THE MOST
DELICATE FABRICS

So Economical...
ANY "SCOTCHMAN" WOULD
CONSIDER IT A BARGAIN

So Gentle
ON THE HANDS . . . IT'S A
PLEASURE TO USE



AMERICA'S FAVORITE WET CLEANING SOAP

ORDER FROM YOUR DISTRIBUTOR

Established
in the year
1838

EATON CHEMICAL AND DYESTUFF COMPANY

DETROIT 7, MICHIGAN

MOST SENSATIONAL PACKAGING
DEVELOPMENT IN YEARS RECOGNIZED
BY UNITED STATES PATENT OFFICE
PATENT No. 2547530

(Covering Top and Bottom Closure)

Used with smashing success by dry cleaners everywhere, SEE-SAFE Storage and Travel Bags bring business, profit, and prestige!

TRADE MARK
See-Safe
TRANSPARENT PLASTIC
STORAGE & TRAVEL BAGS
Bags

More than a package, a SEE-SAFE bag is part of a merchandise plan, proved successful everywhere. Read the few testimonial letters chosen from among thousands received by our dry cleaner customers throughout the country. We help you promote. Free ads mats, posters, button tags, etc.

The heart of the Spring Storage season is at hand; place your orders with your distributor NOW.

"IT'S IN THE BAG **SAFE!**
AND YOU CAN **SEE IT**"
THEY ARE RE-USABLE, TOO.

WHAT
customers say:

"See-Safe plastic bags are wonderful — I love the visibility feature."

Mrs. T. T., Saginaw, Mich.

"My dry cleaner thinks of everything — now returns my dresses in plastic bags I can see and re-use."

Mrs. R. M., St. Louis, Mo.

"I have got six new customers for my dry cleaner since he began returning my dresses and my husband's suits in those SEE-SAFE plastic storage bags. No moths, dust, dirt."

Mrs. J. B., Salinas, Calif.

"I love the transparent features of those bags, and I love their strength. They take up so little room. We recently made a long auto trip and these plastic bags stood up perfectly."

Mrs. J. X., Portland, Me.



MEHL MFG. CO.

2055 Reading Rd., Cincinnati 2, Ohio • A division of Sydney-Thomas Corp.

Converters of plastic, cellophane, foil and other flexible packaging materials.

TRADE MARK *See-Safe*

TRANSPARENT BAGS FOR STORAGE AND TRAVEL

with new improved two-tone double strength reinforced top — last even longer.

Transparent Packaging Pays!



• Positive, easy double strength closure at top.



• Cleans easily with damp cloth.

• "So easy to close—no moths, no dust, no dirt!"



• Beautiful to SEE . . . SAFE as can be.

As we have been telling the dry cleaners of America for years and years:

Transparent Packaging Pays

—in prestige, in profit. Our Transparent Bag—the original SEE-SAFE Storage & Travel Bag—is now improved...has double strength at top and is made in an exciting 2-tone. A better bag, a more salable bag than ever, as dry cleaners themselves have demonstrated!

TEL-U-VISION BAGS

UTILITY BAGS

Sorry . . . simply impossible — due to shortage of materials — to keep up with the demand. If you have orders on file, please be patient. If you do not have, anticipate your requirements...send in an order to us today.

YOUR COST (Min. order 100 bags)	Your suggested selling price?	Your profit?
42" bags 42c ea.	69c	27c
60" bags 47c ea.	79c	32c
72" bags 54c ea.	89c	35c
Blanket bags 37c ea.	59c	22c

MEHL MFG. CO.

2055 Reading Rd., Cincinnati 2, Ohio • A division of Sydney-Thomas Corp.

Converters of plastic, cellophane, foil and other flexible packaging materials.

ASSOCIATION NOTES



Crowd at District Clinic: A clinic held February 28 at Griffin, Georgia, by the Fourth District Cleaners and Launderers Association drew an attendance of 250 plantowners and employees. The group is one of the district organizations into which the Georgia association has been divided.

Demonstrations in spotting, silk finishing and wool finishing were given until 5 P.M., when a talk on "Employee Relations Within Your Plant" was given to both



FINISHING CLINIC students get help from J. L. Reeves (left), president of Georgia's Fourth District, and state president Preston Bunn

plantowners and employees by R. M. Vandegriff of Superior Laundry & Cleaners, Atlanta. Owner Cliff Morgan of Morgan Cleaners & Laundry, Decatur, presented a paper on "Production Room Techniques." A barbecue and entertainment wound up the meeting.

The first clinic of the organization that was open to all employees and that presented talks to plantowners and employees jointly was a huge success, according to J. L. (Pappy) Reeves, Fourth District president, and Preston Bunn of Griffin, president of the state association.

#

New Local Group: Drycleaners of Springfield, Missouri, have formed an association with the aim of offering better public service, improving customer relations, raising drycleaning standards in the area, settling claims properly and working to eliminate faulty merchandise. Officers of the new group are Glenn R. Whitehead, president; Troy Keeling, vice president; Eugene Sutor, secretary, and Ralph Phillips, Jr., treasurer.

#

Local Group Elections: At the recent annual meeting of the Scottsbluff (Nebraska) Dry Cleaners Association, the following officers were chosen: president, Viola Nordstrom, Nordstrom Cleaners, Gering; vice president, Joe Uhlenbrook, Delite Cleaners, Scottsbluff; secretary-treasurer, Stan Blehschmidt, Mitchell, the retiring presi-

dent; director, Evelyn McGuffin, Scottsbluff. John Eckhardt of Scottsbluff is a holdover director.

L. R. Pell, manager of the Rice Hotel Laundry, Houston, Texas, has been elected president of the **Houston Launderers and Cleaners Exchange**. He succeeds Al Lewis, owner of Courtesy Cleaner, as head of the association which is said to be 52 years old.

#

Alta Chooses New Officers: At a recent meeting held at the Hartford Golf Club, Hartford, Connecticut, the Alta Club (affiliated laundry trades association) of Connecticut and western Massachusetts elected the following officers: president, Fred Carpenter, Huron Milling Company, New York; vice president, Roger Gerritson, Gross Machinery Company, Waterbury, Conn.; treasurer, Edward Robnett, H. Kohnstamm & Company, Inc., New York, and secretary, C. Stanley Mathews, Carman-Mitchell Wing Company, Boston.

#

Local Meeting: A feature of the March meeting of the **South Texas Cleaners & Dyers Association**, held in San Antonio, was a demonstration of "When the Boss Spots" by Walter S. Pope, Jr., president of the group. Mrs. Virginia Nesbit, executive secretary of the association, outlined new government wage and price regulations and suggested procedures for the required record keeping.

#

Rug Cleaners in the Press: Excerpts from the National Institute of Rug Cleaning's consumer booklet, "Tips" on rug care, were printed in the February issue of Consumers Research Reports. In the March issue of *Radio Television Mirror* magazine, a half page in Barbara Weeks' department was devoted to good rug cleaning, mentioning the advantage of having rugs cleaned by NIRC members.

#

Invitation from St. Louis: Drycleaners' associations throughout the country are invited to exchange bulletins with the Dry Cleaners Guild, 801 Ambassador Building, St. Louis 1, Missouri. Through Joe Creely, secretary of the group, all cleaners visiting St. Louis are invited to get in touch with the Guild if they wish to



ST. LOUIS GUILD OFFICERS, left to right: Karl Magidson, president; Lester Glickman, vice president; Joe Frey, treasurer; Joe Creely, secretary; Fred Turner and Joe Correnti, board members

SIMPLIFIED SPOTTING CHART

RED background for WET SPOTTING

BLACK background for DRY SPOTTING

PROTEIN FORMULA

11 parts MULSOLITE
1 part 26° AMMONIA

STOCK M.

1 part CYCLO
1 part SOLVENT
1 part WATER
(Mix in order named)

POWDERED DIGESTER

R. S. R.
(Mfd. by Wallerstein Co.)

★ Group "A"

FOOD, STARCH
SUGAR, SWEETS
PERSPIRATION
BLOOD
ICE CREAM
MUD
WATER MARKS
ALBUMEN
DISCHARGE
GLUE

TANNIN FORMULA

1 part MULSOLITE
1 part GEN'L FORMULA #209

POWDERED STRIPPER

STREEPENE
(For whites only)

★ Group "B"

COFFEE
TEA
LIQUOR
BEER
SOFT DRINKS
FRUIT JUICE
MEDICINE
GRASS
DYE STAINS

OILY TYPE • WET

TANNIN FORMULA
alternated with
PROTEIN FORMULA

OILY TYPE • DRY

Straight
PYRATEX
(Marking and ball pen ink)

POWDERED STRIPPER

STREEPENE
(For whites only)

★ Group "C"

INKS

LIQUID ACIDIFIED TYPE

ERUSTICATOR
(Mfd. by Penn. Salt Mfg. Co.)

TANNIN FORMULA

1 part MULSOLITE
1 part FORMULA #209
(For weighted silks)

POWDERED STRIPPER

STREEPENE
(For whites only)

★ Group "D"

RUST

(and other iron compounds)

OILY TYPE • DRY

1 part CYCLO
2 parts PICRIN

OILY TYPE • WET

1 part PYRATEX
1 part WATER

OILY TYPE • DRY

1 part PYRATEX
1 part SOLVENT

★ Group "E"

PAINT
VARNISH
TAR
ASPHALT
PITCH
OIL
GREASE
BOTTOM STREAKS

OILY TYPE • WET

1 part PYRATEX
1 part WATER

OILY TYPE • DRY

Straight
PYRATEX

★ Group "F"

COLLODION
Lacquer
Enamel
Nail Polish
Airplane Dope
New Skin
ROUGE
LIPSTICK
SHOE POLISH

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attend its meetings or to visit some of the city's outstanding plants.

The Dry Cleaners Guild, organized a year ago, includes in its membership of nearly 100 all types of dry-cleaning plants. Mr. Creely states its aim as a unified desire to raise the standards and standing of the dry-cleaning industry in the St. Louis area. Regular meetings are held and monthly bulletins issued.

#

Rhode Island Paper Changes Slant: The March issue of *The Cleaner*, the official organ of the Associated Cleaners of Rhode Island, changed its editorial policy to one of customer education. The special customer edition calls attention to the seal used by members of the group, presents a warning on currently advertised "wet type" home cleaning fluids, emphasizes the professional skill required for spot removal, corrects misconceptions about drycleaning and warns against irresponsible "bob-tail" solicitors.

#

Beta Chapter Meets in Downpour: Thirty valorous NICD graduates and their friends outbluffed New York City's record rainstorm on March 30 to hear Dr. Samuel Machlis discuss immersion states in prespotting and drycleaning, which is reported to have started a lively forum on the subject.

Chapter president Sam Kaufman urges those alumni in the New York metropolitan area who don't get notices of meetings to get in touch with chapter secretary Maurice Silverman, 8-16 43rd Avenue, Long Island City 1, New York. The next meeting, devoted to the subject of training spotters in the plant, is scheduled for May 4.



ROBERT WARK

Emanuel Hansen, Anthony Kwiatkowski, Harry W. Newman, Longin Olech and Edwin Wind.

The principal matter now occupying the interest of the group is the drycleaning code for Buffalo currently being drafted by a joint committee of cleaners, attorneys, legislators, and health and fire officials.

#

Angelenos Plan Promotion: The Neighborhood Cleaners and Dyers Institute of Los Angeles, California, has appointed Taylor Host, Inc., of that city, to direct its advertising program. In addition to newspaper, direct-mail and point-of-sale display advertising, the group is reported to be planning educational films for television and other uses.

N. I. C. D. News

Rayon Standards Program: A plan for the administration of certification procedures in connection with the proposed Rayon Standards of the American Standards Association has been completed and approved for final action by ASA's Sectional Committee on Rayon Standards L-22. The plan was developed by a special committee formed in June 1950, headed by Albert E. Johnson, NICD's director of trade relations.

Through licensing arrangements with business concerns handling rayon materials and labeling rights agreements negotiated with those who attach labels to finished articles, the plan provides for necessary controls to assure proper use of standards designations by manufacturers and retailers.

The plan, which calls for setting up an association tentatively called the Rayon Standards Certification Agency, will take effect when the proposed rayon standards are approved by the Standards Council of the American Standards Association.

These standards were developed under the sponsorship of the National Retail Dry Goods Association by a Sectional Committee, formed in June 1949. The members of this committee represent 32 national organizations, including consumer groups and associations in the retail, manufacturing and service industries. The Standards were completed and referred to the members of this committee on February 15, 1950, for final approval.

At its 41st Annual Convention in March 1950 a resolution was adopted by NICD in favor of the proposed rayon standards in principle and in July 1950 it noted

approval of the standards as a member of Sectional Committee L-22.

These standards are based on the well-known Crown Tested program of the American Viscose Corp. The specifications and test methods of that program were reviewed and brought up to date by a number of technical groups. NICD staff members took an active part in all group sessions and made recommendations resulting in technical improvements in the standards.

The proposed standards comprise minimum end-use specifications for three general classifications of serviceability within each of 50 end-product categories of apparel and household furnishings. These are "washable," "hand launderable" and "cleanable." Use specifications vary according to the service characteristics of the end product but the requirements under each of the above classifications are the same. Specifications for "cleanable" products call for both drycleaning and wet-cleaning tests utilizing both synthetic and petroleum solvents in accordance with recognized commercial testing procedures.

The proposed certification plan calls for the use of permanent-type labels to guide customers, launderers and cleaners in the proper renovation methods.

The adoption of American Standards for rayon fabrics and the successful operation of a certification program will mean more dependable informative labeling practices. It will make available to consumers and the service industries the kind of information concerning performance that is needed for proper use and care.

In addition to Mr. Johnson, members of the cer-

RESULTS TELL STORY!

Electrically Operated LAUNDRY SHIRT UNIT



- Engineered to increase output.
- Insures highest quality finishing.
- Speeds service.
- Exclusive features eliminate excessive operator fatigue,
—cut waste, reduce cost—
FOR MORE PROFITABLE OPERATION.

Used by many successful laundries—it's the answer to your problem too!

The complete line of "NEW YORKER" Steam Presses have earned their reputation by delivering better results at lower oper-

ating and maintenance costs to every industry using steam presses—laundries, dry cleaners or clothing manufacturers.

"New Yorker" Builds the World's Most Complete Line of Steam Presses.



- Smooth Operation.
- Powerful Pressure.
- Freedom from mechanical trouble.
- Enduring construction.
- Oilless bronze bearings throughout.
- Steel frame, streamlined for beauty.

Agents in all principal cities.

Send for illustrated catalog & prices.

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Please send me Free Illustrated Catalog and Prices of models.		
Name	F.	Title
Firm		
Address		
City	Zone	State
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PRESSING MACHINERY CORP.

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FACTORIES
New York, N. Y.

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tification plan committee were: Cameron A. Baker, U. S. Testing Co.; Jules Labarthe, Jr., Mellon Institute of Industrial Research; Dr. Pauline Beery Mack, Ellen Richards Institute of The Pennsylvania State College; Charles Rice, American Viscose Corp.; Genevieve Smith, Sears, Roebuck & Co.; Frank Onorati, American Institute of Laundering, and Helen Blanchard, Congress of Industrial Organizations.

#

NICD Represented at New York Meetings: Dr. J. C. Alexander represented the NICD at a meeting of the Textile Section of the American Society for Testing Materials, held in New York City, March 14, 15 and 16. Dr. Alexander is chairman of a task group for determining methods for identifying textile finishes.

A committee was formed to write specifications for zippers. The NICD will carry out drycleaning tests on samples of zippers, so that the specifications will insure that the zippers are drycleanable.

George P. Fulton represented the NICD at a meeting of the Soap and Detergent Section of the American Society for Testing Materials on March 19 and 20. Mr.

Fulton spoke on the performance of drycleaning soaps and detergents.

#

Management Course Vacancies: The management course starting July 9 is filled and the one starting August 6 is almost filled, the NICD reports. There are still vacancies in the October 1 and October 29 classes.

#

Last Call for Veterans: The NICD reminds veterans that July 9 is the opening date of the last general course that can be taken under the GI Bill, and that those who wish to enroll should not delay in getting in their applications. The last general course in 1951 begins October 1.

#

NICD Graduates 77th Class: The 77th class completed the general course and received certificates of graduation on March 30. John P. Gray, director of education, and Charles B. Truxal, practical class adviser, addressed the graduates.

Coeds are somewhat rare at NICD, but the 77th
(Continued on page 141)



GRADUATES OF 77TH CLASS: Franklin J. Amiss, Silver Spring, Md.; Raymond J. Anderson, Jeffersontown, Ky.; Arthur C. Andonopoulos, Lowell, Mass.; Albert W. Ayars, Jr., Narberth, Pa.; Albert L. Barco, III, Virginia Beach, Va.; Joseph K. Bates, Saskatoon, Sask., Can.; Walter P. Bauer, Cambridge, N. J.; Ronald V. Begg, Kalispell, Mont.; Clyne P. Belue, Jr., Earle, Ark.; Richard L. Bengston, Owatonna, Minn.; Frank H. Benton, Windsor, Vt.; Alvin Bodzioch, New Bedford, Mass.; John W. Bresnahan, Billings, Mont.; Robert U. Burgess, Elgin, Ill.; Edward J. Burke, Davenport, Iowa; Kenneth H. Burnes, Goffstown, N. H.; Bernard G. Bushey, Groveton, N. H.; Orville J. Carbonetti, Harvard, Ill.; Roger C. Carlén, Washington, D. C.; Dennis Carvalho, East Falmouth, Mass.; George W. Casten, Shreveport, La.; Miss Jane Chapman, Dublin, Ga.; John E. Clarke, Milwaukee, Wis.; Kenneth S. Cochran, Schenectady, N. Y.; John R. Corbin, Uniontown, Md.; Kenneth R. Corson, Scituate, Mass.; Robert G. Cudd, Monmouth, Ill.; Robert L. Cunningham, Charlotte, N. C.; Joseph D'Amico, Atlantic City, N. J.; Matthew J. Danak, Philadelphia, Pa.; Loren C. Davenport, Red Oak, Iowa; David E. Del Nero, Newport, R. I.; Miss Augusta De Vries, Bellingham, Wash.; Daniel D. Dobrescu, Silver Spring, Md.; Delford P. Denehue, Yankton, S. D.; Frank Donvito, Clarks Summit, Pa.; Karl E. Drothier, Harrisburg, Pa.; Carl A. DuNah, Jr., Pasadena, Cal.; Udell T. Dunn, Fort Worth, Tex.; Pierre A. DuPont, Norwich, Conn.; Wallace E. Edwards, Portsmouth, Ohio; Harold E. Ertell, Valley City, N. D.; Louis Frankel, Levittown, N. Y.; Julian A. Frater, Chester, Pa.; Robert W. Fraughton, Malone, N. Y.; Irving Freistat, Mt. Vernon, N. Y.; Allen L. Fryer, Preston, Idaho; Jack R. Fugate, Klamath Falls, Ore.; William Gaylord, Atlantic, Iowa; Robert A. Gerber, Windsor, Conn.; Langdon J. Gordon, Williamsburg, Va.; David G. Graham, Michigan City, Ind.; Mervin D. Greenberg, Pittsburgh, Pa.; Lawrence R. Gregory, Royal Oak, Mich.; Richard D. Grace, Indianapolis, Ind.; Elnora L. Grosz, Taft, Col.; Donald C. Habermeyer, Mukwonago, Wis.; Smith M. Hagaman, Winston-Salem, N. C.; Harry Hanson, Oconto, Wis.; Robert B. Harse, Hastings, Neb.; Walter O. Harson, Broken Arrow, Okla.; Milton Harsh, Wichita, Kans.; Lewis V. Higgins, Lake City, Iowa; Walter E. Hoffman, Jr., Reseda, Cal.; Arlyss E. Howlett, Hillside, Va.; John A. Hughton, Anchorage, Alaska; John T. Hutchinson, Belleville, Ont., Can.; Frank A. Ifrig, Philadelphia, Pa.; Millard L. Jennings, Danville, Va.; Philip C. Johns, McKees Rocks, Pa.; Irving Kaufman, New Haven, Conn.; Donald R. Keller, York, Pa.; Duane F. Kellogg, Centralia, Wash.; George S. Long, Keene, N. H.; C. Baird Lentz, Allentown, Pa.; Roger Leroye, St. Boniface, Man., Can.; Mrs. Irene L. Loser, Ireland, W. Va.; Albert A. Lovell, Richmond, Va.; Blaine Lublin, Jr., Salt Lake City, Utah; James T. Malloy, Dedham, Mass.; Leo W. Martin, Kearney, Neb.; Carl W. Martinson, Kalispell, Mont.; Nello E. Marzani, Clarks Summit, Pa.; Raymond E. Mathis, Berkeley, Cal.; William P. McKenzie, Sioux Falls, S. D.; Robert F. Mejia, St. Louis, Mo.; Henry A. Miodonski, Chicago, Ill.; Paul W. Mitchell, Franklin, N. H.; Frank M. Moulton, Halifax, N. S., Can.; Rex A. Nickerson, Washington, Iowa; Edward A. Morigian, Providence, R. I.; Robert Pallissard, Maywood, Ill.; Robert Pauleen, Chicago Heights, Ill.; Bruce H. Peck, St. Paul, Minn.; William H. Potter, Ottawa, Ont., Can.; Homer O. Powell, Lakewood, Ore.; Thelma Purley, Benkelman, Neb.; David K. Reisman, Brooklyn, N. Y.; Robert H. Rose, Bedford Hills, N. Y.; George W. Rosen, Washington, D. C.; Theodore W. Schlange, Tecumseh, Neb.; E. A. Schmidt, Washington, D. C.; Bert R. Scott, Jr., Avalon, Cal.; Rowland L. Simpson, Yakima, Wash.; Wilbur G. Slawson, Rochester, Minn.; Gerald H. Snyder, Newark, N. J.; Louis H. Sobey, North Miami, Fla.; J. Monroe Spence, Dallas, Tex.; Gerald E. Stacey, Portland, Ore.; Charles E. Stockham, Bloomfield, Iowa; Elden Stroud, Portsmouth, Ohio; Jasper A. Tew, Geneva, Ala.; James A. Thomas, Richmond, Va.; John T. Triplett, Louisville, Miss.; Raymond R. Ward, Lexington, Neb.; Dayle Weatherly, Fort Worth, Tex.; Donald G. Wedge, Hinsburg, Ohio; Paul K. Weitzel, Jr., Wooster, Ohio; Robert R. Wellifly, Manitowoc, Wis.; William D. Wetzel, E. Liverpool, Ohio; George R. Wilson, Marysville, Cal.; Frank L. Witman, Freehold, N. J.; Robert M. Witthuhn, N. Fond du Lac, Wis.; Morton S. Wolf, Los Angeles, Cal.; Jimmy F. Wong, Shreveport, La.; Richard A. Wagner, Minneapolis, Minn.

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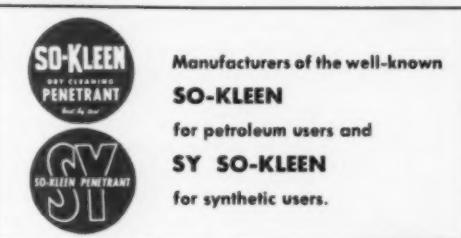


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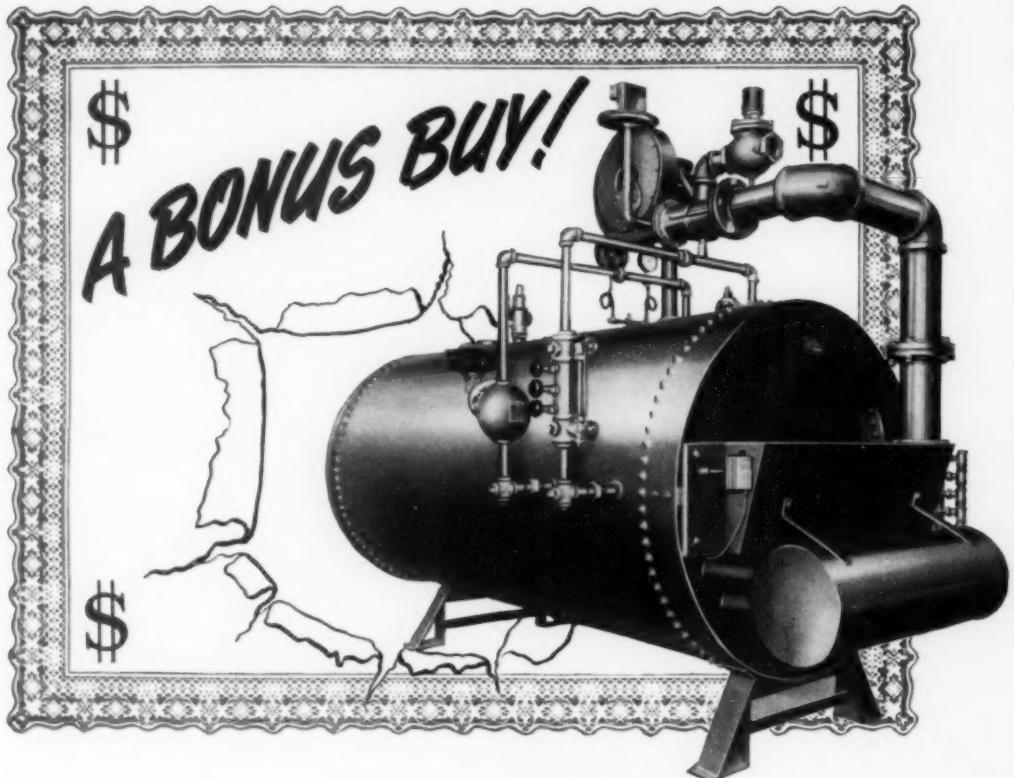
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No water line corrosion on the completely submerged firing tubes.

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1 gal.	4.50 per gal.

Quantities of
15 gallons and
up shipped
prepaid.

ORDER FROM YOUR JOBBER OR WRITE TO:



1. CANVAS COLLAR supplied by customer, and pattern drawn from it



2. SELECTED SKIN, folded position, aligned with canvas

How To Make a Persian Lamb Collar

Layout Planned in Advance for Match Makes Easy Two-Hour Job

by DAVID G. KAPLAN

CAREFUL PLANNING and a small amount of labor went into the little fur job described and illustrated in this article. The customer wanted a small Peter Pan collar added to a Persian lamb coat which originally had been made with a cardigan neckline.

Often, however, finding out just what your customers want in fur remodels can be quite a problem. To describe the styles they have in mind, some customers will make vague gestures. Others bring in sketches or pictures which are either most indistinct and sketchy or are obviously unsuited to the fur submitted.

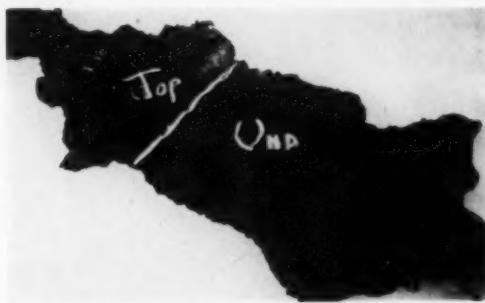
Once in a while an experienced home seamstress will come in with a ready-cut pattern or even, as in the case described here, a canvas model of the job she wants done. This type of customer is both bad and good; good because you know exactly what she wants, bad because she is quite likely to be most exacting.

In this instance, the preparatory planning made it possible to please the customer and also earn a satisfactory profit on the job.

Estimating: A comparison of the canvas and the Persian pelt (Photograph No. 2) indicated that the one skin would be sufficient for both top and undercollar. The price agreed on for the job was \$35, representing \$12.50 for labor and the rest for the cost of the pelt. The labor included making the collar, removing the old cardigan strip, sewing the new collar into place and resewing the lining.

Layout: The selected pelt had originally been matched to the top center back of the coat and the top front. A close examination of the pelt disclosed that its head half matched the top front and lapel area and would therefore have to be used to make the top collar. The lower or rump half of the pelt matched the top center of the coat back (see Photograph No. 3).

It is accepted practice to make the top collar with the best part of the pelt, with the grotzen running around the outside edge where it will show to best advantage. By the same reasoning the undercollar is planned so that when the collar is stood up, the pattern of the center back of the coat will seem to continue along the underside of the raised collar (see Photographs 4, 7 and 8). For the undercollar, then, the



3. PELT SPLIT for best match to corresponding section of coat



4. HALF OF TOP SECTION of skin, with half pattern sketched on fur to show which sections are to be shifted

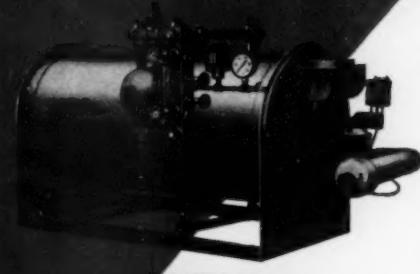
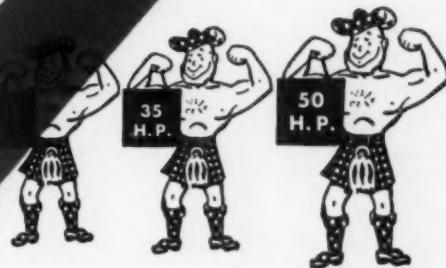


5. LAYOUT PLAN of top collar, with split grotzen forming outside edge of collar

grotzen would run parallel to the joining seam and at right angles to the outside edge.

Cutting: The trimmed pelt was split across from side to side at the place where the pattern formation changed, as near as possible to the midpoint of the area. The top half of the skin was then split down the grotzen and the end pieces shifted so that the fur conformed to the pattern (see Photographs 4 and 5). The

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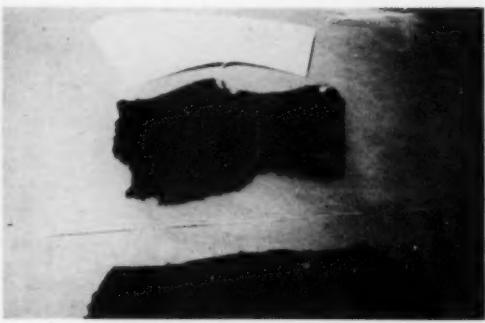
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For May, 1951

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6. UNDERCOLLAR PLAN using lower half of pelt. Grotzen or center line of fur is to form joining line of undercollar halves



7. HOW RUMP AREAS ARE FOLDED to fill undercollar layout. Outer fold will be split and added to middle fold

other (the lower) half of the pelt was cut through from side to side so that the major piece was as wide as the pattern.

The two sections were folded, and the center of the best piece was placed over the center back joining line. The other section was split and joined to each end of the folded piece, thus covering the pattern (Photographs 6, 7 and 8). Minor adjustments of area were accomplished by shifting small sections to conform to the pattern. Both top and undercollar were then ready for nailing.

Nailing: In nailing small sections of Persian lamb such as this, the grotzen is always blocked right to the pattern line and the side or flank drawn down as far as possible over the pattern. This procedure avoids squaring away the best part of the fur later. Since the original pattern called for kyle areas to be added at the neck of each half of both collars, two small odd pieces of cuttings which matched the collar were nailed out (see Photograph No. 8).

The fur was immediately lifted halfway up the nails to prevent the curls from being crushed while the fur was drying for 48 hours.

Squaring: After drying, the fur was removed from the nailing board, squared around to the pattern and the kyle sections added in (see Photograph No. 9). Each section was then given to the hand sewer, who tacked black twill tape around all edges with a diagonal running stitch, so that the collar would always remain in shape (see Photograph No. 10).

Closing: Two collars were joined on the three outside edges, leaving the neckline open. In the meantime, the original cardigan strip-collar had been cut away from the coat. The undercollar of the new collar unit was sewed to the coat neckline. The lapel ends were sewed to the top collar, as far as they would go.



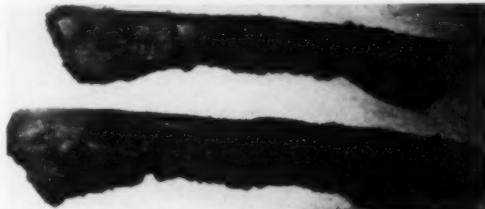
11. JOINED COLLARS ready to be attached to coat



8. NAILED top and under collar, marked to show contrasting layouts



9. SQUARED COLLAR ready for insertion of kyle (triangular) areas



10. FLAT-TAPED top and undercollars

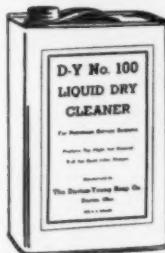
Finishing: The finisher then took over the job, adding a piece of soft buckram to the space between the collars, closing them together and fastening both to the neck of the coat. The lining was then felled back into place, completing the job.

The job took about two hours of skilled labor. # #



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Georgia Meeting Well Attended

by WILLIAM S. CROMPTON

AN EXCELLENT ATTENDANCE of 600 delegates gathered in Atlanta on March 28 and 29 for the annual convention of the Georgia Launderers and Cleaners Association.

The old problem of how to get the boys in on time was tackled by starting the morning sessions with a barrage of balloons—about half of them containing dollar bills. Those who came early to the first day's session heard the keynote address delivered by Georgia's Governor Herman E. Talmadge, who discussed state legislation and plans.

The first industry speaker of the meeting was Louis L. Richardson of Filtral Corporation, who used a miniature filtration system to demonstrate his talk on drycleaning solvent filtration and testing. A Young Men's Conference, led by Joe May of Atlanta, was the lunch-

time attraction for delegates under 40.

The afternoon session was opened by Albert Johnson of the American Institute of Laundering, who spoke on "Laundry Management in These Changing Times." H. S. Needham of Procter & Gamble illustrated his talk on customer relations, "Will Lightning Strike Twice," with effective slides. Dramatic skits enlivened the talk of William Mercer, also of the AIL, on "Fluff Dry Sales Campaigns."

The first day closed with a "get acquainted" cocktail hour, followed by a banquet, floor show and dance.

Visual aids were also much in evidence at the second day's sessions. Slides and large dice were appropriately used to illustrate the talk on new accounting systems for small plants which speaker James R. Wilson, of Atlanta, called "Stop That

Gambling." A new slide-projector technique was utilized by Noel Cooperider of Butler Manufacturing Company to illustrate his discussion of "What Makes Clothes Come Clean." Slides were also used by Ben F. Baumann of the Lumbermen's Mutual Casualty Company to point up his description of ways to stretch your insurance dollar.

The climax of the meeting

was a condensed version of a drycleaning clinic given by President Preston Bunn of

Griffin and Vice President Syd-

Ireland and Charles Weaver of the NICD.

members of the staff of the National Institute of Cleaning and Dyeing. Many questions from the audience of plant-owners and key employees indicated the keen interest in the clinic, which featured demonstrations on working equipment of cleaning, spotting and finishing by C. B. Truxal, John Ireland and Charles Weaver of the NICD.



GEORGIA OFFICERS, left to right: Preston Bunn, president; Eileen McDargh, executive secretary; Sydney Garrison, vice president



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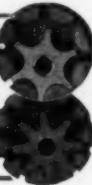
• Two cocktails—like two rotary pumps—may look alike. It's the stuff *inside* that makes the difference . . . and you'll never know until you try them!

For every liquid in a drycleaning plant, there's an INVADER Pump that will perform better . . . longer. They will fit your equipment with no expensive changes in piping or mounting, and definitely cut your pumping costs.

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ney Garrison of Moultrie were reelected for another term. Mrs. Eileen McDargh of Atlanta continues as executive secretary.

Directors of the group are:

Arthur Solomon, Jr., Savannah; D. R. Tanner, Douglas; Ellis Whitehead, Dalton; Charles Griffith, Athens; J. L. Reeves, Griffin; Mrs. R. A. Hill, Macon;

J. T. Crouch, Albany; J. L. Craft, Newnan; Jesse Rogers, Thomaston; H. H. Chandler, Atlanta; George Wade, Columbus; Lee Blum, Augusta; J.

Herbert Bell, Gainesville; Curtis Barrett, Cedartown; H. F. Meadors, Covington; S. A. Win, Atlanta; C. E. Morgan, Decatur; R. M. Vandegriff, Atlanta. # #

Mountain States Meet Jointly

The first joint meeting of the Mountain States Dry Cleaners Association and the Mountain States Laundry Owners Association was held April 6 and 7 at the Broadmoor Hotel in Colorado Springs, Colorado.

The urgent subject of government controls was discussed by Max L. Feinberg, former NICD counsel who is now head of the Services Branch of the Office of Price Stabilization. Mr. Feinberg predicted increasing pressures and stated that the OPS was trying to make regulations governing the industry as reasonable as possible.

The threat of home washing machines to the commercial laundry and what his plant, Monarch Laundry of Chicago, is doing about it, were described by Bernard Vellenga. He told how a film which shows modern commercial laundry methods in

contrast to time-consuming, unglamorous home washing, has proved highly successful promotion for Monarch.

The second day of the convention was devoted to a series of clinics, held in the drycleaning and laundry plant and other rooms of the Broadmoor Hotel. The speakers and their subjects were: "Sales," by Bill Boyd of Emery Industries; "Finishing," by Larry and Laura Porterfield, of Wichita Precision Tool Co. and Bill Glover, Inc., respectively; "Controls," by John Spence, Faultless Laundry, Kansas City; "Labor and Legal Problems," by Harold Torgan, attorney for the Denver Laundryowners and Denver Linen Supply Associations; "Washroom," by R. B. Mitchell of the American Institute of Laundering; "Maintenance," by Herman Amrhein of the Sanitary Laundry, Cheyenne, Wyoming;

"Spotting," by C. G. Pierce, West Coast manager of the National Institute of Cleaning and Dyeing; "Shirt Finishing," by Gus Anderson, Jr., of Denver, and "Flatwork," by Harold Payne, of Los Angeles.

The laundry group elected the following officers: Joe North, Denver, president; James Rutledge, Albuquerque, N. M., vice president, and John Kuhn,

Casper, Wyoming, treasurer. Frank H. Leroy, Denver, was reelected secretary.

The drycleaners' group had elected the following officers at a previous meeting: president, Guy Pearce, Denver; vice president, John W. Stine, Pueblo, Colorado; secretary-treasurer, Joe North, new president of the Mountain States laundries. # #

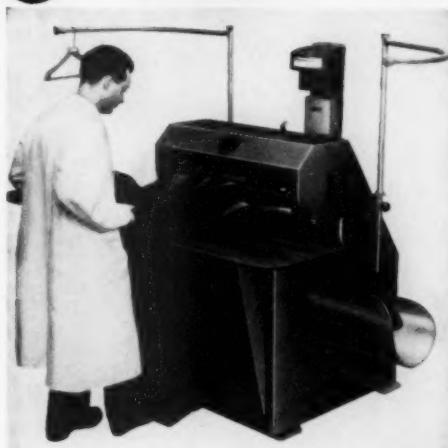


DOUBLE OFFICER Joe North, president of laundry and secretary-treasurer of drycleaning group. Shirt clinic was feature of joint meeting

3

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- Economical. Will pay for itself in less than one season.
- Efficient . . . semi-automatic . . . easy to operate.

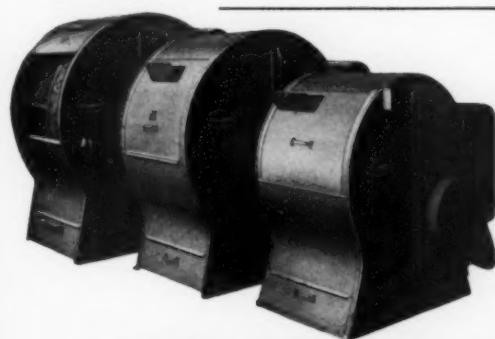
LUSTRE-MATIC, Model EL-20, Patent No. 2,477,448,
(Wt. 1000 lbs.) \$2100.00.

(2) LUSTERETTE

**The Only Truly Portable Fur Ironing
and Glazing Machine**

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979,030.
(Wt. 7 lbs.) \$197.50



(3) RELIABLE'S DeLuxe TRIO of WOOD-LINED FUR CLEANING DRUMS

- Three sizes to meet every requirement.
- Safe . . . no damage to pelts . . . no removal of protective oils.
- Efficient . . . powerful air suction and dust filters.

Model No.	Coat Capacity	Price
DeLuxe #1	12 per hour	\$745.00
DeLuxe #2	8 per hour	625.00
DeLuxe #3	4 per hour	485.00

All prices are FOB, Brooklyn, N. Y.

RELIABLE also offers a complete line of Fur Storage Equipment. Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault do it the Reliable way.



RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE MACHINE WORKS, INC.

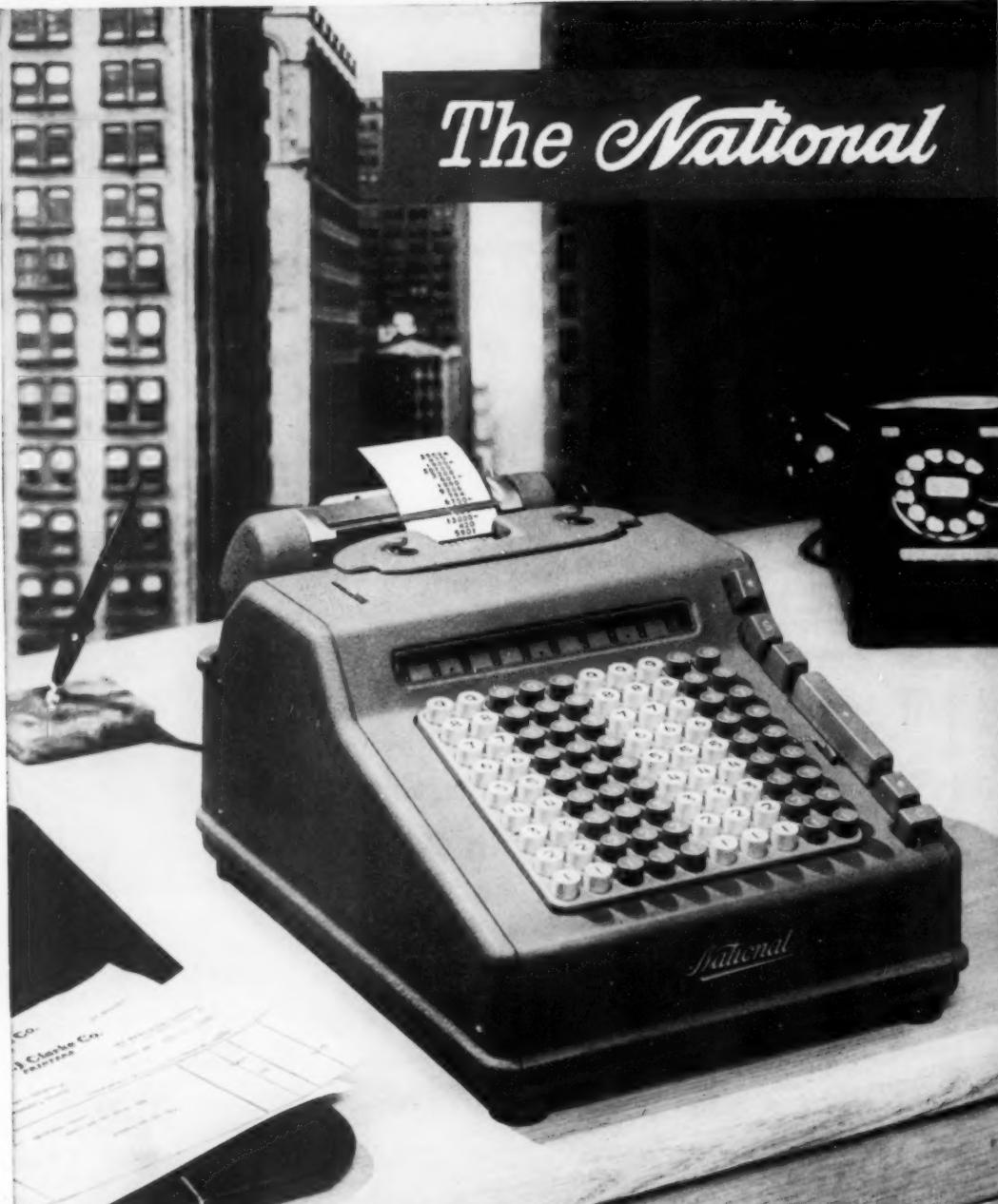
231 EAGLE STREET,

*

BROOKLYN 22, N. Y.



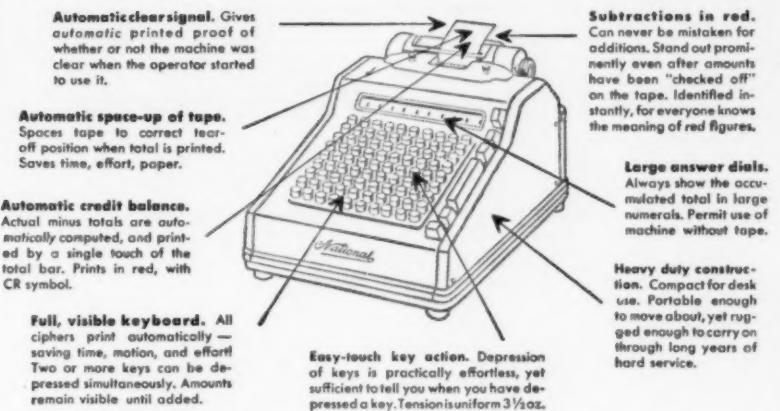
The National



THE NATIONAL CASH REGISTER COMPANY

Adding Machine

with time-and-effort-saving features
never before combined on one machine



The National Cash Register Company presents an Adding Machine designed to produce more work with greater accuracy and with less time and effort. Backed by National's 67 years' experience, and representing years of research, the NATIONAL ADDING MACHINE has time-and-effort-saving features never before combined on one machine.

National's superiority is due mainly to the many things it does *automatically*. What a machine does *automatically*, the operator cannot do wrong—that promotes accuracy. What a machine does *automatically*, the operator does not have to do at all—and that saves

both time and effort.

Check the features shown above against your present machine or method. They are examples to give you some idea of the new heights of achievement reached in this National. But only by an actual demonstration, on your own work, can you fully realize how this remarkable machine will benefit you!

Call your local National Cash Register Company's office, or the local dealer for National Adding Machines, and arrange for a demonstration in your office, on your own figure work...or mail the coupon.



THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

Please send me booklet describing National Adding Machines. (No obligation.)

NAME.....

Please have your local representative give me a free demonstration.

ADDRESS.....

CITY..... ZONE.....

STATE.....

DAYTON 9,
OHIO

National
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES



THREE SMALL TRUCKS are used for training new routemen by Veasey's Cleaners in Brownsville, Florida. Operation and repair costs are small on these units.

Routeman's Plantowner

Former Driver Emphasizes Delivery
Operation in Running Florida Plant

THIS STORY is about a routeman, a livewire salesman who put in 20 years driving a route truck and supervising route management for a large laundry and dry-cleaning plant. He saved enough money to open his own drycleaning plant in 1946. It is natural that his operation should be built around route promotion and a tieup with route-store-pickup-station combinations.

Today Veasey Cleaners of Brownsville, Florida (a suburb of greater Pensacola), has 11 large trucks on established routes, three small trucks for special service, two courtesy cars, 18 combination stores and pickup stations and a main plant office. The whole business is budgeted to the route operation which owner James Veasey knows so well.

When a routeman is hired he signs an agreement to abide by a set of 14 route rules. He is first assigned to one of the three small trucks. He works out of the plant on special assignments before he is given a new territory. When he has an established territory which is showing a profit he is given a large truck.

The trucks used for beginners cost \$1,048 new and Veasey has been getting 35 to 40 miles per gallon. All trucks have governors set at 35 miles per hour.

There is a route meeting every Wednesday evening at 7:30. Routemen are fined \$1 if they do not attend. Route control is built around a schedule of fines, ranging from 25 cents for failure to call in hourly to \$5 for working outside the assigned territory without permission. All route fines go into a drivers' entertainment fund.

"This is important," Mr. Veasey says. "By handling it this way the boys do not feel that the management is nicking them and they join in the spirit of the program."

All routemen are paid on percentage. They start at 20 percent for cleaning and 15 percent for laundry. When they reach \$150 a week they are given a $2\frac{1}{2}$

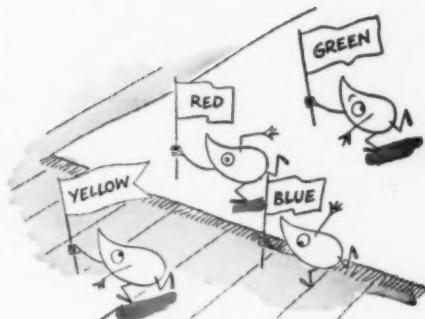
OPERATING RULES

- For trucks of Veasey's Brownsville Cleaners
1. Trucks will not be driven by any driver except the one in charge of that route number, or a substitute driver.
 2. All drivers will be held responsible for the abuse of equipment in any way whatsoever.
 3. Drivers are responsible for any damage to car when they are at fault.
 4. Any damage due to driver's fault will be paid for pursuant to terms agreed upon by driver and manager.
 5. Drivers will check trucks, including tires and oil, each morning.
 6. Drivers are urged to report condition of truck after check-up each morning in order to enable the manager to know the condition of every truck before it goes on its daily route. If driver fails to check with the manager before going on his route, then any fault that develops will be the fault of the driver for not reporting.
 7. All drivers will call and report place of calling each hour, or as near thereto as possible.
 8. All drivers will come in and check out during the middle of the day with the office or with some person in charge of the office.
 9. Any driver failing to call in and report for a period of over three hours will cause the manager to notify law enforcement officers to determine the whereabouts of the driver and the condition of the truck.
 10. Drivers will not spend any company funds at any time. If in need of a loan, see Mr. Veasey in person.
 11. Any employee with the odor of any alcoholic beverage on his breath upon reporting to work, or if detected during the day, will be immediately discharged.
 12. No riders, except company employees, will be carried in company trucks at any time.
 13. All drivers expecting to be protected by Veasey's Brownsville Cleaners must comply with the rules herein set in order to give good service and secure protection.
 14. Any driver who fails to comply with the above orders will be discharged from our service.

Bigelow's new Karpet-Kare... a whiz for on-location cleaning!



FADING AND SHRINKING—
BUT NOT WITH KARPET-KARE!



COLORS RUN—
BUT NOT WITH KARPET-KARE!



UNPLEASANT ODOR—
BUT NOT WITH KARPET-KARE!



RESIDUE TO INVITE MILDEW—
BUT NOT WITH KARPET-KARE!



Safe, sure—no wonder leading cleaners say Karpet-Kare, when used according to the correct, Bigelow-taught method, is the best carpet cleaner they've ever used.

And it's quick, too!

Interested? . . . Several Karpet-Kare Dealerships are now open to top-notch cleaners. For details, write Department K at address below.

BIGELOW-SANFORD CARPET CO.

140 Madison Avenue, N. Y. C.

All Goods C.O.D.
Drivers Responsible

**ORIGINAL CHARGES
CLEANERS AND DYERS**

Veasery

CLEANERS

I certify that the above account is correct.

ROUTE MAN'S LEDGER SHEET is rubber-stamped at end of week. "Tickets" for bundle left and not paid for. "Rock" means order in plant on line. "Moth Bag"—held in plant for summer. "Cash" for money payment. "Overcharged"—girl did not price ticket correctly. Mr. Yeasey signs on last line if all o. k.

percent bonus. The bonus increases to 5 percent for \$200, 7½ percent for \$250, and 10 percent on \$300 and above.

Each routeman carries a duplicate sales book in which he records each daily pickup. He puts a ticket on each bundle when he turns it in, keeping the book with the duplicates. The marker has long tickets in a book, with two tickets carrying the same number—the original white ticket and the yellow duplicate. The marker puts the number from the long ticket on the driver's ticket and files it for future reference.

When the marker fills a book of long tickets she immediately takes the book of originals and duplicates to the bookkeeper, who charges the tickets to the proper route or branch. In this way the driver is charged for the work as it is marked in. The bookkeeper then enters each ticket on a ledger sheet for the routeman or branch store. She then turns over the original and duplicate long tickets to the assembly girl. The original ticket goes on the bag and the duplicate is filed.

On Saturday a rubber-stamp imprint—Tickets, Rack, Moth Bag, Cash, Overcharge—goes on each ledger sheet (see illustration), with a line for Mr. Veasey's O.K. The driver checks his ledger sheet report. If it is correct he signs it at the bottom and then settles with the manager, who signs the sheet.

Mr. Veasey says that in more than 25 years in route management this is the only foolproof system he has found that all the employees can understand.

All route trucks but one are parked each night in stalls at the rear of Mr. Veasey's home. He has built a small building on the truck lot for a serviceman. Trucks are washed off each night and given a steam cleaning over the week end. Signs at the lot remind drivers to check out before turning in the key for their trucks and to check in when leaving in the morning. Other signs read: "Drivers, inspect your tires and water before leaving."

ing," and "Drivers, have you checked your first-aid and emergency kits?" When a new shortcoming crops up, appropriate new signs are posted.

When a routeman leaves the plant he reports to the route girl who enters the time in her route book, and the first few probable calls. Each routeman must call in each hour. The routes are so arranged that most of these calls come from a store or pickup station. In this way the main plant has a constant location control on drivers and can route them for orders or specials.

Two sedan courtesy cars carrying Veasey's sign are used for shuttle service between stores and plant and



ONE OF COURTESY CARS behind Mr. and Mrs. James Veasey. Note building sign inviting plant visits.

AT EVERY SHOWING—USERS TELL THE STORY



The DETREX PROCESS™

"Improved in many details but essentially the same as the equipment we installed in '45. It's done everything we were told to expect—low cost operation—low maintenance—quality cleaning. It's really responsible for the business we have built and we still handle our cleaning in an eight-hour day.

"Sure, we wondered about garment transfer but look at the trend today! It's still the only answer to economy, quality and volume. It's sure proven itself in our plant and as far as replacement—it's built like a battleship—runs day after day with apparently no 'wear-out.' "

Satisfied customers are our best salesmen. Write for further information on the Regent 30 pound unit and the Coronet 18 pound unit. Representatives in all areas of the United States and Canada.

153

DETREX CORPORATION

BOX 501, DETROIT 32, MICH.

*The Biggest
Name in
Synthetic
Solvent Units*

DETREX DRYCLEANING *Process*

Veasey's BROWNSVILLE CLEANERS

Dial 8-4421
Modern Plant

Use Our Cash and
Carry Branches
We Call For and
Deliver

Nº 8902 B

We Do Alterations and Repairs

Not Responsible for Ornaments, Buttons, Color or Shrinkage. After 30 Days Garments Subject to Storage Charge. All Goods C.O.D. Goods Insured against fire and theft. Claims limited to 10 times the cost of cleaning garment.

WE CLEAN AND BLOCK HATS

Positively no claims allowed unless made to office accompanied by this original list.

COAT	
PANTS	
VEST	
TIES—(Owner's Risk)	
SHIRTS	
OVERCOATS	
JACKETS	
COAT SUITS	
MILK DRESSES	
WOOL DRESSES	
SKIRTS	
BLouses	
LADIES' COATS	
SLACKS	
SWEATERS	
ALTERATIONS	
TOTAL	

PENSACOLA, FLA., 19

M _____

Nº 8902 B

THIS STUB MUST BE FILED
WHEN GARMENT IS DELIVERED

DRIVER'S TICKET has duplicate which eventually goes on file

for making special deliveries. Mr. Veasey believes that these are an important part of his service.

All of Veasey's Cleaners trucks, advertising, signs, bags, letterheads carry the firm's insignia and named—outlined in black. All routemen have Veasey ties and jackets with the Veasey circle on the back.

Postcard pictures of Veasey's trucks—fleet pictures and individual trucks—are bought 20,000 at a time and



HONOR ROLL. Each of these Veasey employees has arranged for one or more group plant visits

given to everyone Mr. Veasey thinks will use them. They are placed in motels, in hotels, reading rooms. He tries to use 50,000 postcards of different types each year.

Promotion Stars Plant Visits

Mr. Veasey is a great believer in plant visits. Routemen are encouraged to work up groups to come and visit the plant. Here again signs play an important part. Big trucks carry signs saying plant visitors are welcome. There are two big invitation signs in the plant store, and large signs at the loading dock, across the side of the building, all saying: "Visitors welcome—Main Plant—Veasey's Cleaners."

Plant visits and postcards are the mainstays of Mr. Veasey's advertising. He has found that he gets better results for less money this way.

Mr. Veasey is remodeling and streamlining his plant, keeping the thought of plant visits in mind. The spotting department's new room has three glass walls. Customers at the counter and on plant tours can see the spotters at work behind the glass partitions. The same type of display department front and side is being put in for wetcleaning and across one end of the cleaning room.

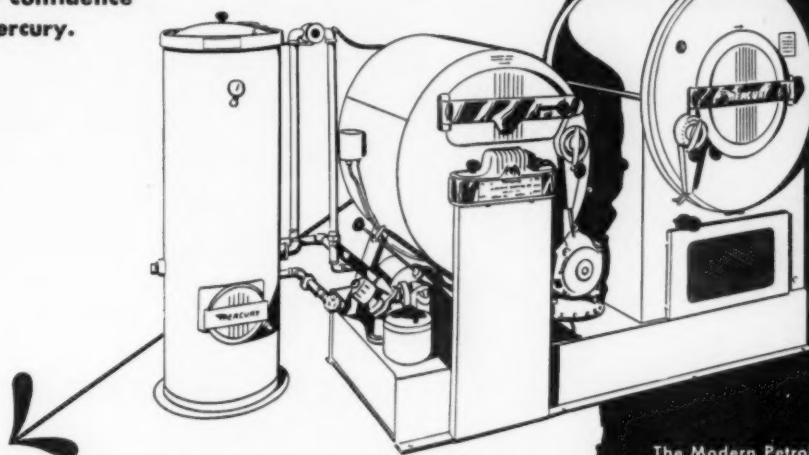
"I draw a good salary," Mr. Veasey said, "a lot more than I ever made when I was a route supervisor. Everything the operation makes above my salary goes back into new trucks and new equipment and better stores and branches. I would rather have new finishing equipment or all-new trucks than money in the bank. I know how to appreciate a new boiler and return system or a new 1951 panel. That's something I understand."

"With a new truck a driver can be careful and see the results of his care. An old truck is liable to fall to pieces no matter how much care it is given. And I think you get a better class of routemen with new trucks. It works that way for us." # #

MERCURY

gives full protection to you, your employees and your property

140° F. SOLVENT, when used with the U.L. listed Mercury Unit, means SAFE AND SOUND operation. 3000 successful owners have put their confidence in Mercury.



safety Washes and extracts in the same cylinder, avoiding transfer of wet garments and solvent spillage. Completely closed and vented to the outside. U. L. listed for use with 140° F. petroleum solvent.

profits Designed for a weekly volume of \$1000.00. Single loading of wheel for wash-extract saves time. Low investment and low maintenance.

security The precision-built Mercury gives years of dependable service. And you face no "solvent shortage" with 140° F. which is readily available . . . at low cost.

The Modern Petroleum Dry-cleaning Unit! 36 pound washer-extractor, 36"x30" tumbler, six plate 1000 GPH filter, sight glasses; piping, pump and storage tank in one complete system.

\$2850
F.O.B. FACTORY

DRY CLEAN WITH DRY HANDS

MERCURY

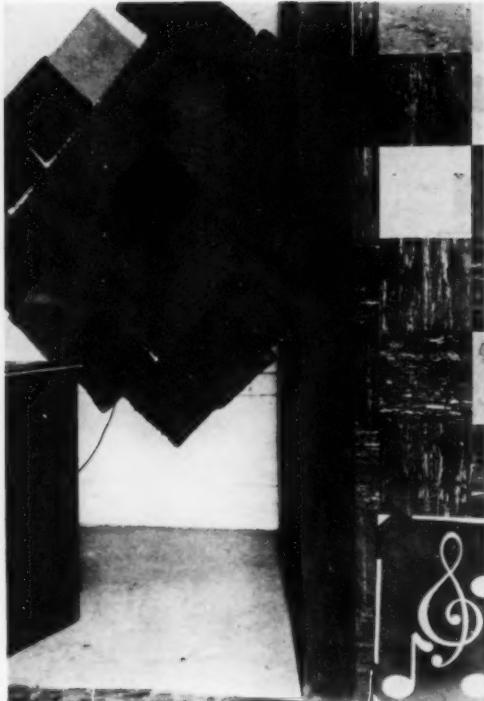
The Modern Petroleum Unit

MERCURY
CLEANING
SYSTEMS, INC.

549 W. Washington Blvd.
Dept. 18, Chicago 6, Illinois
Telephone ANDover 3-5420



SIDELINES ON DISPLAY in Serve-A-Home store. Different types of Venetian blinds at windows and door; floor in different designs of asphalt and rubber tile. Samples of wall-to-wall carpeting are worked into display. Owner Phil McKeon holds sample of Navajo carpet



TILE SETS are also displayed; make up partitions and screens in lobby. Samples of carpeting are worked into wall decoration

Rug Cleaning Suggests Sidelines

Complete and Profitable Home Service
Grows Out of Floor-Covering Specialty

by LON FANALD

EVERY CALL TO A HOME or office to make an estimate on a rug cleaning job or to do on-location carpet cleaning suggested a sideline to Phil McKeon. And he's the sort of man that does something about suggestions and ideas, especially if they will make money for his business.

Mr. McKeon opened the Serve-A-Home Rug Cleaning Company at Laredo, Texas, in 1946. He put in complete rug cleaning equipment and bought a wall-to-wall cleaning unit for on-location work.

Furniture cleaning was the first expansion of the service. Then a number of cleaning customers asked about getting their floors sanded. It's a good time to sand floors, he learned, when the rugs are up and being cleaned.

The floor sanding service Mr. McKeon added was not the usual equipment-rental type but complete with labor. The charge for sanding and finishing a floor is

12 cents per square foot, making the average room run from \$22 to \$30. Profit on this sideline is greater than on rug cleaning.

One Thing Leads to Another!

Next came the Venetian blind service, which led to stocking a line of blinds. Now blinds are cleaned, retaped, re-recorded, sold and installed. A blind-cleaning order usually brings a blind sale. Sales average seven blinds and run from \$35 to \$65. Repairs average around \$3 per blind.

Along about here Phil decided that he was taking on so many other lines that he had better change the name of his company. He called it the Serve-A-Home Company, leaving the rug cleaning out of the name but not out of his services.

Mr. McKeon also had a lot of calls for floor covering. He checked and found that standard linoleum could



This unit
recently exhibited at
National Institute of Cleaning & Dyeing
Atlantic City

Styled and Designed
for the
DRY CLEANER

MODEL
405

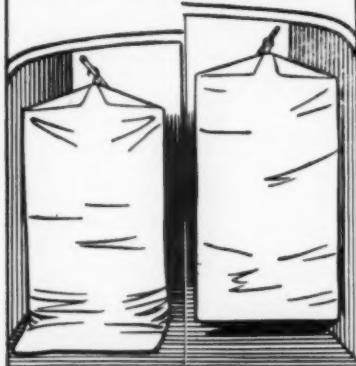
Width ... 58"
Height ... 57"
(Center)
Length ... 75"
(At floor)

Montpelier

----- *Presents the* -----
New, Exclusive

Dry Cleaners' Delivery Unit

*Need More Height
for
Those Longer Garments?*



MONTPELIER Gives You
that **EXTRA HEIGHT**
You Need

**ARRANGED ON
1/2-TON CHASSIS
of YOUR Selection**

New Styling, New Beauty

Montpelier has designed these new Side-Aisle Bodies with modern clean flowing lines that give your Delivery Vehicles real "eye appeal" ... building business prestige for you—while saving drivers' time and holding delivery costs to a minimum.

Greater Practicability, Convenience

MORE STOPS . . . LESS FATIGUE

Montpelier's Full Side-Aisle across driver's compartment—at running board level—provides more headroom, greater accessibility from either side. Bucket type seat on swivel pedestal, easy operating sliding doors with grab handles, and many other convenience features contribute to drivers' comfort and reduce fatigue.



PHONE, WIRE OR WRITE FOR FULL DETAILS

THE MONTPELIER MANUFACTURING CO., MONTPELIER, OHIO

Give Fatty Acids the Bum's Rush with Blue Label DARCO

... and get
sweet-smelling,
quality dry cleaning!



Show fatty acids the door for good. Do this every morning before you start operations:

First, precoat. Then, add Darco to your washer and recirculate solvent until clear. Now you're ready to run the first load. And remember! If you use enough Darco—and use it every morning—you have to use it only once a day.

The regular use of Darco keeps your solvent clear and clean . . . color-free and odor-free. There's no need for special "sweeteners" because Blue Label Darco kills off the cause of odors by trapping fatty acids and all kinds of residues that foul your solvent.

See your Darco distributor now! Write for the Blue Label Darco instruction card.



DARCO DEPARTMENT
ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

be stocked only in full rolls, with a single roll costing an average of \$40. What's more, it required a great many rolls to compete with the large department stores and dealers in floor covering. He decided, therefore, to handle only asphalt and rubber tile. This comes in squares, can be shown in small samples and then bought from a local jobber as the orders come in.

"This way we have avoided tying up a couple of thousand dollars," Mr. McKeon said, "and we don't have the headache of keeping on hand a lot of partial rolls of slow-moving designs. Floor-covering buyers are a fickle lot. They will go crazy over one or two patterns for a season and then drop them like a hot potato. We make just as good a profit from the tile lines, I think sell more than we would of the roll goods, and there is no chance of getting stuck with a lot of slow-moving merchandise."

From asphalt and rubber tile, Mr. McKeon enlarged his floor-covering department to include handmade wall-to-wall carpet, which retails from \$12 a square yard up to \$25. Here, too, samples are furnished by the manufacturer, through a local jobber, and no stock is required.

Other lines and services handled, which Mr. McKeon lists under miscellaneous sales and service, include formica for counter and table tops, with installation, and dull-finish rubbed aluminum for trim, binding and decorative screens.

The business started out with a volume of 100 percent rug cleaning, then 80 percent rugs and 20 percent furniture cleaning. Today, with dollar volume in rug cleaning three times the first year's, the firm's total rug and furniture business is accounting for only 18 percent of the over-all gross. Here is the current breakdown:

Rug and furniture cleaning	18%
Sanding and finishing service	35
Tile sales and service	20
Carpeting sales	10
Venetian-blind sales and service	8
Miscellaneous sales and service	9

The most recently added service was inspired by Phil's decision to get paid for something he had been doing free for several years. Many customers have their rugs cleaned and mothproofed and then leave them at the plant for six months or so. Most of this "hold" business comes from people who stay in Laredo during the winter and go away for the very hot season.

Serve-A-Home now advertises a summer storage service, which includes cleaning, moth-

proofing and storing the rug for six months. For this a fee of \$2 is added to the regular cleaning and moth-proofing charge for an average rug.

A mezzanine floor built over the rug cleaning room can accommodate several hundred rugs. They are insured under a blanket policy while they are in the firm's possession and the customer is given a countersigned receipt.

Every foot of the attractive store of Serve-A-Home Company is laid out to sell. It is hard to walk in without wanting to buy some of the merchandise shown. However, Mr. McKeon says most sales are still made in the home. Whichever service happens to be the door opener usually leads to other sales or service orders. # #

Just Plug-in and GO with the **HILD All-Auto-Matik** **Upholstery Shampoo Machine**

Every woman knows that her upholstery must be periodically shampooed to revive the lustre and freshness. Now you can go after this profitable business . . . and make big money shampooing upholstery either in your plant or in the customer's home. The HILD Machine makes this tough job easy . . . by substituting electric power for most of the "elbow grease" heretofore needed.

No More Hand-Scrubbing!
The HILD motor-driven brush gently yet vigorously shampoos away even stubborn dirt. The whole brush unit weighs only 5½ pounds . . . is easy to use on vertical as well as horizontal surfaces without undue strain on the operator.

No More Hand-Pumping!
Air pressure to feed shampoo solution from storage tank to brush is developed by a motor-driven compressor built into the base of the tank. Constant air pressure of 8 to 11 pounds is automatically maintained.

Shampoo with "Dry" Suds.
An ingenious engineering development "pre-lathers" the shampoo solution. Rotary brush action further whips up the shampoo into rich, cleansing suds. In lather form the shampoo cleanses most effectively and does not penetrate deeply. Upholstery dries quickly . . . normally in 3 hours. Saves on shampoo solution, too . . . and minimizes spattering.

Earns Highest Profits
The HILD System boosts upholstering shampooing profits two ways. First, it cuts costs . . . saves time, saves labor, saves materials. Second, it enables you to command top prices for your service. Mail the coupon for complete information . . . today!



HILD EQUIPMENT . . . **Proved-in-Use over 24 years!**



Mail Coupon Today for
FREE CIRCULAR

HILD FLOOR MACHINE CO.
740 W. Washington Blvd.,
Chicago 6, Ill.

Gentlemen: Please send free circular on:

- Hild Upholstery Shampoo Machine
- Shampoo Machines
- Vacuum

Name _____

Address _____

City _____ State _____ NC5

QUESTIONS and answers



Water in Solvent Bleed Dye

The skirt and jacket were cleaned in separate loads because the skirt had to be prespotted, but the same cleaning formula was used. Can the prespotting be blamed for the bluish cast to this tan skirt, since it didn't appear on the jacket also?—C.B.C., Florida

Apparently the skirt was still damp with moisture when thrown into the drycleaning wheel. In the same load there must have been a blue garment that bled to moisture. Excess moisture in the soap solution, or water drawn into the washer from the underground tanks, started the blue garment bleeding. The tan skirt, being damp, picked up some of the loose dye. This probably wouldn't have occurred if the skirt had been dry, particularly since none of the rest of the load appears to have been affected.

By testing with ammonia and acetic acid it was found that the blue would bleed off the skirt in an alkaline solution. The tan proved fast to the ammonia, so a bath of ammonia and a synthetic wetting agent was prepared and the skirt soaked in it for a couple of hours. By then the blue was cleared up, and when dried the skirt again matched the jacket.

Burn Resembled Grease Spot

Were the holes in these green corduroy trousers burns?
—W.C., Georgia

Chemical testing eliminates strong acids and alkalis as the cause of the holes. The microscope indicates the edges of the holes were burned. Also, the fabric appears to have been scorched by contact with a hot object, rather than charred by an open flame. It is quite likely the fabric remained intact but was weakened enough to fall apart under the mechanical action of the drycleaning process.

Bare steam pipes could do it, either in or outside the cleaner's premises. If done outside, the scorches could well appear to the marker or cleaner as stiff grease stains, unless examined carefully. This would be particularly true if the hot pipe had been dirty and transferred dirt to the garment along with the scorch.

Corrosion Hard to Move

We thought the stain on this blouse was rust, but rust remover wouldn't remove it.—E.S.S., Ohio

The ultraviolet light shows the stain to be metallic corrosion involving copper or brass. Frequently on a pastel shade the stain has the characteristic brown of rust instead of the greenish hue usually made by such metallic stains. Many such stains appear to be impossible to remove.

The method of working on them is to flush out with clear water first, then add a synthetic wetcleaning

soap or neutral lubricant, work the stain carefully with a spatula, and flush it out again with water. This is then followed by the commercial rust remover which is also flushed out with water.

There are any number of sources for such a stain in an age where even the home is mechanized. Also, some jewelry will leave lasting metallic stains, particularly if the stained section of the garment has been saturated with perspiration. Sometimes a grease stain may contain oxidized metal particles such as filings or even shavings. These stains might not show up until the drycleaning had removed the grease.

Dirty cleaning equipment can be responsible, such as scum on the washer cylinder, extractor or tumbler, corrosion on valves, fixtures in the wetcleaning tubs including the metal rings on the drains, etc., etc.

Wet Spotter Bleed Corduroy

The customer says this corduroy skirt was okay when delivered to us, but the cleaner insists the color was printed off on the other panels when he first saw it. We are at a loss!—I.A.C., Tennessee

This bleeding of dye was evidently the result of a wet-spotting solution on the alkaline side, which apparently was applied before the drycleaning operation. It may well be that the garment was prespotted, then placed in a hamper, where the dye from the spotted area printed off on other panels and other garments.

Or possibly it was prespotted with alkaline solution and extracted, and the loose dye printed off in the extraction. In any case a bright red corduroy of this type is usually very fugitive to alkalies and should be tested before exposure to such solutions.

Oxidized Furs

A platina-dyed and a silver-blue-dyed muskrat coat turned to a reddish brown when cleaned by drumming. What caused it and how can we correct it?—T.C.M., New York

All dyed furs oxidize while being worn. The light tan and gray shades change color worst of all. The only effect your drum cleaning had was to uncover the oxidation by removing a mask of soil. Thus, the better you clean the garment the more the oxidized color will show up.

It isn't possible to correct this in cleaning. Until recently nothing could be done about it unless the customer was willing to pay for a very expensive redeyeing. Lately some good results on gray and blues have been obtained by controlled spraying.*

*One firm doing this for the trade is Royal Zackinizing, 142 West 26th Street, New York City.



If you are a dry cleaner...

(You want to do quality cleaning, at lowest cost.)

the Armour man is the man to see
because he and only he
has Armour's improved
Liquid Dricline!

(Improved Liquid Dricline out of Armour's Research
Laboratories is better now than ever before!)



ARMOUR

Industrial Soap Division

Armour and Company

• 1355 West 31st Street

• Chicago 9, Illinois





\$1000.00 ain't hay!

810 EAST BROADWAY

TELEPHONE 858

FRENCH DRY CLEANERS

PAUL H. GRAHAM
CLEANING AND PRESSING

SEMINOLE, OKLAHOMA

February 13, 1951

Bowser, Inc.
1312 Creighton Avenue
Fort Wayne, Indiana

Gentlemen:

Am sending in gears for my Roto-Kleen filter, to be repaired and replaced with new parts where needed. I overlooked keeping oil in the gearbox and this must have caused my trouble.

We have used this filter every day for over a year and it is without a doubt the best filter on the market unless there is another that operates on the same principle. We have never had to scrape the screens or take them out and clean them. Before getting this filter through Walt Shultz of Oklahoma City, we averaged at least 1 1/2 hours a day taking the head off and scraping screens.

Yours truly,

Paul H. Graham

PHG/cgb

Yes, a great many users of Bowser Roto-Kleen filters—like Mr. Graham—are saving enough time to pay for them in less than a year.

This PUSH-BUTTON cleaning method which automatically "shakes down" filter elements—just like ashes from a furnace grate—is one of the most revolutionary improvements ever brought to the cleaning room.

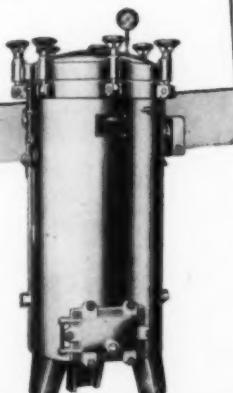
•
There's an extra dividend now available to you in the new Bowser Sludge Drying Unit. It saves solvent . . . simplifies sludge removal.

•
Write today for data on how Bowser Roto-Kleen filters can cut your dry cleaning costs to the bone.

BOWSER, INC.,

1312 CREIGHTON AVENUE

• FORT WAYNE 2, INDIANA



Chemicals you live by



AS LONG

AS PERMITTED . . . Not why we are going through another period of shortages, but what we can do about it is the thing we want to keep in mind. DIAMOND is producing Carbon Tet and Perchlorethylene as rapidly as possible.

For eighteen years DIAMOND has been supplying the Dry Cleaning industry. You can bet your shirt it's good business for us to keep on supplying you as long as we are permitted to do so.

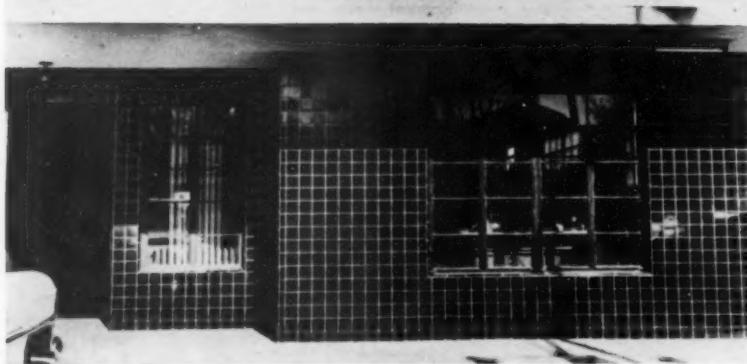
If your DIAMOND Dry Cleaning distributor cannot furnish you with one solvent, he will try to deliver the other.

DIAMOND DRY CLEANERS

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



AMERICAN CLEANERS



RECESSED DOORWAY is one of "come in" features of new plant of American Cleaners at Brownsville, Texas. Front is faced with distinctive type of tile.

Plant Invites Patronage

Texas Drive-in Meets Competition With Attractive Store Atmosphere

THERE'S NO SHORTAGE of good drycleaning plants in Brownsville, Texas, admits George Goff, owner of American Cleaners in that city. When he planned a new building, therefore, his job was to make it so inviting and attractive that the customer would want to stop—and then want to come back.

Mr. Goff believes he has accomplished his aim through American's new plant, incorporating a number of unusual features which are practical as well as attractive. While American does have one route, its main volume comes in through the store. The building was designed as a drive-in, with easy turning and parking from the street.

The front of the building is faced with Kay Tile, a glazed tile made at Alamo, Texas. The recess for the entrance is inviting and focuses attention on the door. Flush with the front under the canopy which extends out over the sidewalk are boxed neon tubes which throw the light down the front of the building.

The large block-lettered black sign above the canopy has a small neon tube running in front of it and a second tube at the base of the letters and behind them. This lighting gives a third-dimensional effect at night.

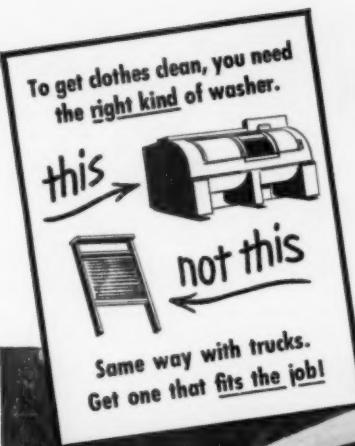
The roof, which is of 4-inch reinforced concrete, carries 4 inches of water over the entire plant. An automatic inlet valve keeps the water level at exactly 4 inches as the water evaporates. This blanket of evaporating water holds the plant interior 10 to 15 degrees cooler during the summer.

The store windows have cloth Venetian blinds, with the tapes running vertically. The blinds are operated by a side lever connected to the top and bottom arm. These blinds cost \$21 per window.

Mr. Goff has worked out an effective green-and-yellow color harmony for his store interior. The four side tapes of each blind are green, the center tapes yellow. The walls blend from dark to light green to meet a pastel yellow ceiling. Furniture upholstery follows the same color harmony, as does the counter. According to Mr. Goff the store, while striking, tends to leave a pleasant color satisfaction with the customer when he leaves. # #



VERTICAL-TAPED Venetian blinds are another unusual feature



Cut delivery time
with dependable

DODGE "Job-Rated" TRUCKS



Your Dodge truck—"Job-Rated" to fit the laundry and cleaning business—will help you make more deliveries and carry more merchandise in less time.

SEE THE NEW DODGE ROUTE-VAN. Low-to-ground floors and wide doors make fast work of loading. "Six-footer" inside height gives your tallest drivers plenty of room to stand and work without cramping or stooping.

INSPECT THE NEW ½-TON PANEL. Here's a roomy Dodge panel that provides more load space. Extra width makes big, bulky articles cinch to load. Extra length gives you more room for rugs and long packages.

INQUIRE ABOUT SPECIAL BODIES. You can choose from a wide variety of special bodies for Dodge "Job-Rated" truck chassis in $\frac{1}{2}$, $\frac{3}{4}$, and 1-ton models. There's a chassis and body to fit your hauling needs.

Ask your nearby Dodge dealer about a Dodge truck that's "Job-Rated" to save time on your job.

A DODGE EXCLUSIVE! gyrol FLUID DRIVE! Lowers upkeep costs, lengthens truck life! Less tire slippage . . . longer tire life! Available only on Dodge "Job-Rated" trucks ($\frac{1}{2}$, $\frac{3}{4}$, and 1-ton models and Route-Van).

How Dodge trucks are "Job-Rated" for your business

A Dodge "Job-Rated" truck is engineered at the factory to fit a specific job . . . save you money . . . last longer.

Every unit from engine to rear axle is "Job-Rated"—factory-engineered to haul a specific load over the roads you travel and at the speeds you require.

Every unit that SUPPORTS the load—frame, axles, springs, wheels, tires, and others—is engineered right to provide the strength and capacity needed.

Every unit that MOVES the load—engine, clutch, transmission, propeller shaft, rear axle, and others—is engineered right to meet a particular operating condition.

"Job-Rated" TRUCKS DO THE MOST FOR YOU

LEGAL DECISIONS



by A. L. H. STREET

Agreements Not To Compete

When a wholesale cleaning company sold its business to the plaintiff, one of its principal stockholders, who had been actively engaged in the business, orally agreed that he would not re-engage in wholesale cleaning in the same city, directly or indirectly, nor compete in any manner with the plaintiff, either personally or otherwise, for any wholesale cleaning concern in the city, other than for the plaintiff. Was the agreement void because it was not in writing or because no time limit was set on the bar against the stockholder re-engaging in the same line of business?

No, decided the Washington Supreme Court in the case of United Dye Works V. Strom, 35 Pac. 2d 760. Although the case is 16 years old, it remains one of the strongest appellate court decisions in the country in favor of the purchaser of a business.

The decision was based largely upon the fact that the plaintiff bought the old business on the strength of the promise of the stockholder, who was influential in the local cleaning trade.

Comment: The buyer of a business should insist upon such an agreement being in writing, to guard against dispute as to the existence of the agreement and misunderstanding as to its terms. Furthermore, in some states the courts might not agree with the Washington Supreme Court that an *oral* contract is binding.

Nor do the courts of all states agree that a contract is valid if it does not fix a time limit during which the seller of a business shall refrain from competing with the buyer. In many states it is highly desirable, even from the seller's standpoint, that there be a time limit of not more than five years or so. In those states the courts reason that if the seller refrains from competition long enough to enable the buyer to get thoroughly acquainted with the trade, free from competing influence of the seller, the bar against competition ought to be let down then.

In drawing such agreements the services of a local attorney are ordinarily desirable, so that it may be drawn up to conform to local laws and court decisions, and so that the wording will clearly carry out the mutual understanding of the parties.

Cleaning Plant as Nuisance

From a legal standpoint, is it wise for a cleaner, in constructing or remodeling a plant, to consider carefully what he can do to cause the least annoyance to the occupants of nearby property through the escape from his premises of offensive odors, etc.?

A study of a decision rendered by the Maryland Court of Appeals in a case decided about 20 years ago calls for a "yes" answer to this question. Probably the most important point in the court's decision is that even where a cleaning establishment is set up in a semi-industrial or commercial district, there is no right to annoy unnecessarily the occupants of adjacent property. (Washington Cleaners & Dyers v. Albrecht, 157 Md. 39, 146 Atl. ad. 233.)

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney, and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

In this case, the plant was located in a district that was not exclusively residential yet was not an industrial or manufacturing district. It was mainly residential. Nearby residential property owners complained that gases, fumes and vapors escaping from the plant affected their health and comfort, and secured a court order requiring the cleaning company to refrain from continuing to so operate its plant as to cause annoyance. The company unsuccessfully appealed.

The company complained because the court did not state just what it should do to prevent annoyance to the neighbors. The Court of Appeals replied in effect that it was not the function of the court to tell the company how to run its business, but merely to tell it *not* to so run it as to give reasonable ground for complaint.

The higher court also declared that the decisive question of fact was whether the operation of the plant resulted in the emission of fumes, etc., that injuriously affected the *health, comfort and convenience* of the neighbors, so as to deprive them of the reasonable enjoyment of their properties. If so, they were entitled to an injunction.

The court said that persons residing in a *manufacturing* district must expect to find more pollution of the air, noise, smoke, etc., than in a strictly residential area. But even in the manufacturing district there is no right to create a nuisance unnecessarily.

The decision in this case suggests that in planning new construction or in remodeling, a cleaner who desires to keep in "good odor" with his neighbors will adopt modern engineering methods designed to prevent, so far as reasonably possible, the escape of bad odors.

Liability for Cleaning Sent Out

To what extent is a press shop or other middleman liable for damages on garments or other articles which it accepts from a customer and sends to another establishment for cleaning?

Persons and concerns representing themselves as being engaged in the business of cleaning and dyeing garments when, in fact, they have no cleaning or dyeing facilities and send all work out to a third party, often run a greater risk of being stuck for damages than they know. Patrons should be made aware that the

*Thank you
Mr. Briscuso!*

MILITARY CLEANERS

INCORPORATED

FORT GEORGE G. MEADE, MARYLAND

14 March 1951

Hoyt Manufacturing Corporation
994 Jefferson Street
Fall River, Mass.

Attention H.R. Hoyt

Gentlemen:

The following information regarding my Solvo-Misers, two of which were bought in October of last year, may be of interest to you.

1. From actual experience we note that the upkeep on the Solvo-Misers is very little. As you probably know, I have been using your Solvo-Misers in my Washington plant since 1946 and during that entire time the only expense incurred was for the purchase of a new link for the chain driven basket.

2. At Fort George G. Meade we are using a specially built 100 lb. dry cleaning machine which means that each of the Solvo-Misers is taking a 50 lb. load. We reclaim for the full cycle and are receiving excellent recovery, approximately 1 lb. of heavy army clothing is costing us 1.2 cents per lb. This we consider very good in view of the material being cleaned.

3. Another reason why I recommended to my corporation that we use your Solvo-Misers is the large glass door opening which is wonderful for quick loading and unloading. We run through these machines approximately 10,000 lbs. of wool per 5 day week. This is on an eight hour day basis.

Yours very truly,

MILITARY CLEANERS

AJB:lr

A.J. Briscuso
A.J. Briscuso, Pres.

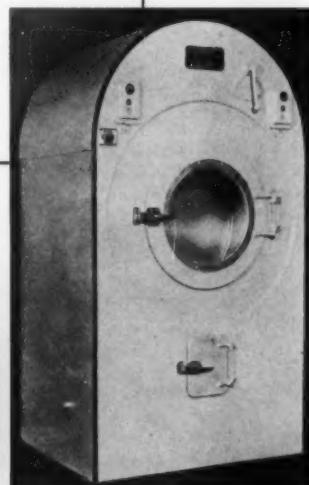
P. S. Incidentally, in our Washington plant we have cleaned as much as ten thousand lbs. of clothing with one (1) barrel of Perchloroethylene using your Solvo-Miser.

**HOYT
SOLVO-
MISER**

Model A—capacity 20 lbs. dry wght.....\$1095
Model B—capacity 30 lbs. dry wght.....\$1195
Model C—capacity 35 lbs. dry wght.....\$1295

HOYT MFG. CORP.

Fall River, Mass.



person or concern receiving the garments is a mere middleman, because they have a right to select the cleaner or dyer who is to do their work unless they knowingly entrust the selection to some tailor or other middleman.

If the middleman advertises himself as a "cleaner" or "cleaner and dyer," he should be sure that his patrons know that he is only a middleman. Otherwise, he may become a virtual insurer of the safety of goods while they are out of his possession.

The law on this subject was well covered by the Ohio Court of Appeals for Cuyahoga County, Cleveland, in the case of Aetna Casualty & Surety Co. v. Higbee Co., 76 N. E. 2nd 404. The decision brought out several important points.

First, where a cleaner has an agreement with a patron that the cleaner's liability shall not exceed a certain valuation fixed upon a garment received, the agreement does not apply if the cleaner makes an unauthorized disposition of the garment.

In this case, the owner of a fur coat left it with the defendant—evidently a retail merchant—for storage at a \$100 valuation, and arrangements were made for repairing and cleaning it. The defendant sent the coat to a cleaning establishment where it was stolen in a burglary. The defendant paid the owner \$100, and she collected \$1,000 from the plaintiff insurance company on a policy she held covering the coat.

The insurance company sued the defendant for reimbursement on the ground that the store had rendered itself liable by sending the coat out to a third party for cleaning without authority from the owner. The defendant relied on the \$100 valuation clause.

The court decided that if the owner of the coat reasonably expected that the defendant would clean and repair the coat, as well as store it, the defendant had no right to send it out and rendered itself liable for the full value of the garment. The valuation clause, the court said, was limited to a liability for damage resulting while the defendant should be handling the coat within the limits of authority conferred on it.

The decision also stated that the defendant had a right to show, if it could, that it was generally known in the community and understood by customers that concerns of that nature sent furs out for cleaning and repairing, thereby raising a presumption that the owner of the coat knew that would be done.

While each case depends upon its own set of facts, the principal question is whether the patron bargains for the personal services of the particular concern with which he leaves his garments. Factors to be considered are the "character and value of the article, whether the work to be accomplished involves the personal satisfaction" of the patron, "and all of the other surrounding circumstances."

It will be seen that the court leaves a bit of haze about the subject, which may enable a receiver of garments in some cases to wiggle out of a tight legal spot. But, remembering that it is almost as important to keep out of litigation as it is to defeat a lawsuit, the prudent middleman will disclose rather than conceal from his patrons the fact that he is a "cleaner" or "dyer" in name only.

FROM TIES
TO TEE SHIRTS

You clean them faster, more profitably with the aid of I-R equipment!

Investigate this complete line of different pumps and compressors designed by Ingersoll-Rand for faster cleaning operations:

I-R Motorpumps:
New open impeller construction, and featuring new design improvements, these smaller motorpumps do the work of larger, rotary type pumps. Longer life, less power consumption.

I-R Compressors:
I-R has put years of know-how into these units. Tests prove they set new records for volume of compressed air delivered per h.p. input, more air where you need it, at less cost. Write for engineering data.

Know your I-R Laundry Equipment Supplier—put his experience backed by I-R engineering know-how to work for you.

Ingersoll-Rand ^{so.}
11 Broadway, New York 4, New York.

FROM PUMPS
TO COMPRESSORS...

I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS



you use Carbon Tetrachloride in your synthetic dry cleaning unit, you know the importance of high quality. Stauffer's Carbon Tetrachloride (99.99% pure) is in big demand by leaders in the industry because of its constant high purity and low moisture content.

Stauffer



TRY STAUFFER'S
COMPANION PRODUCT

ZOL

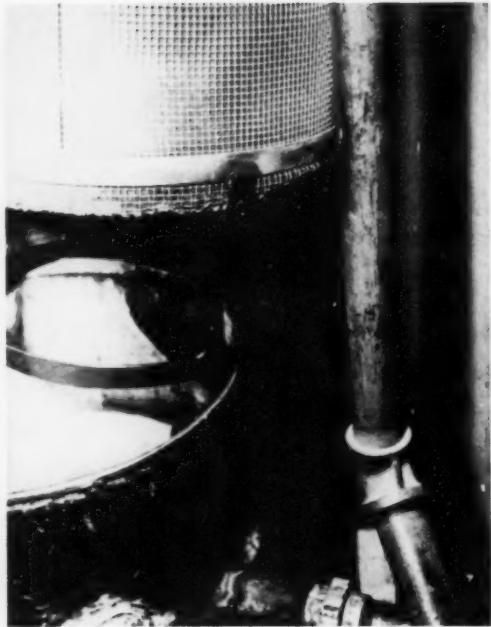
Specialty Carbon Tetrachloride
Base dry cleaning
mixture

C H E M I C A L C O M P A N Y

420 Lexington Avenue, New York 17, N. Y. • 221 North LaSalle Street, Chicago 1, Illinois • 824 Wilshire Blvd., Los Angeles 14, California • 636 California Street, San Francisco 8, California • 424 Ohio Bldg., Akron 8, Ohio • Apopka, Florida • North Portland, Oregon • Houston 2, Texas • Weslaco, Texas



MUCK CATCHER made of soap drum and inner basket. Note clamp across top



MUCK BASKET shown in close-up

Muck Catcher Cuts Maintenance

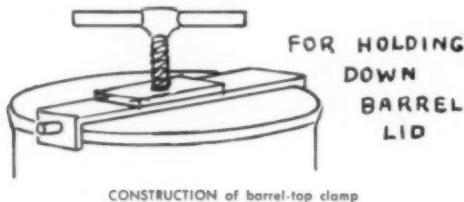
Simple Installation Utilizes Soap Drum

AN EFFECTIVE muck-catching device at Victor Cleaners, Sparks, Nevada, utilizes a spare 35-gallon soap drum. The drum was installed on the line from the 1500-gallon filter to the 250-gallon underground dump tank. On the dump tank line from the muck catcher a valve was installed to prevent pumping air.

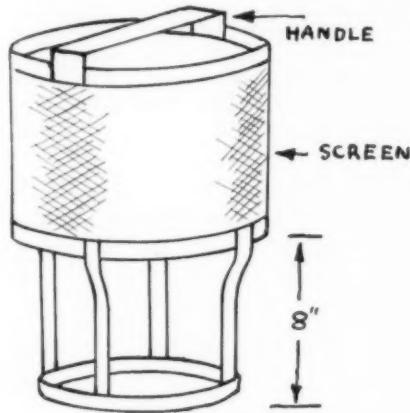
A muck basket was made of fine copper mesh screen, covered by $\frac{1}{4}$ -inch screen wire (hardware cloth). The basket is set on 8-inch-high legs made from $\frac{1}{8}$ -inch strap iron welded on a strap-iron circle which fits into the barrel. The barrel top is held on with a flanged strap-iron clamp with a hand-screw lock at the top.

The muck catcher was installed at Victor Cleaners two years ago. Since its installation, the dump tank has not required cleaning and it has not been necessary

to tear down the still. Formerly the underground dump tank required cleaning every six months. The muck basket is removed every four months and thoroughly cleaned. # #



CONSTRUCTION of barrel-top clamp



CONSTRUCTION of muck basket

Los Angeles Dry Cleaner Likes

Second McKee Boiler Even Better than the First



"STEAMBOILERPLANT"



Type 3-A
Vertical,
Gas-Fired
ECLIPSE
"STEAM-
BOILER
PLANT"
1/2 to 75-H.P.
carried in
stock.

Eclipse Fuel Engineering Co.
c/o Thermal Engineering and Equipment Co.
5469 San Fernando Road West
Los Angeles 26, Calif.

Attention: Mr. Chester C. Smith

Subject: New McKee "Steamboilerplant"

Gentlemen:

In reply to your recent inquiry asking how we are getting along with our present 25-Horsepower McKee "Steamboiler-plant", we are glad to state that we have now had it in operation almost two years, and if ~~anything~~

~~if anything, we like it better than the previous 10-Horsepower McKee boiler we used for almost ten years until our plant expansion made it necessary to increase our boiler capacity.~~

When we bought our first McKee boiler upon moving to our present plant about ten years ago, we wondered if it was as much better than other boilers as you claimed it to be. The fact that we purchased another and larger McKee boiler should indicate to any interested party that we found it to be everything you claimed for it. It is really a fine steam plant, and we would recommend it to anyone requiring this class of equipment.

Yours very truly,

FRENCH HAND LAUNDRY & DRY CLEANING

P. S. We certainly appreciate your continued interest and the prompt and efficient maintenance service you have rendered when asked for from time to time.

You can have this same kind of boiler satisfaction. Simply call, write or wire ECLIPSE.

Write for Descriptive Bulletin
REPRESENTATIVES IN ALL PRINCIPAL CITIES

Eclipse Fuel Engineering Company
605 South Main Street, Rockford, Illinois

**McKee
Eclipse**

THE MOST COMPLETE LINE OF GAS-FIRED INDUSTRIAL EQUIPMENT

Like

KENTUCKY and the DERBY

STOD-SOL

and STOD-SOL Test Bundle Service

**GO
TOGETHER**



In the race for more business and greater profits, let Stod-Sol and Stod-Sol "Test Bundle Service" carry your colors. This great solvent-and-service entry will win, place and show for you...win

new customers, place your quality at a new high, and show you what production efficiency really means. Don't play a long shot—see your nearest Stod-Sol distributor today!



ANDERSON-PRICHARD OIL CORPORATION



OKLAHOMA CITY, OKLA.

NEWS NOTES

in the trade



New American Directors

J. M. Garvey, president of The American Laundry Machinery Co., Cincinnati, Ohio,



CHARLES O. KNOWLTON



MONTE HUEBSCH



V. C. KREUTER, JR.

has announced the election to the board of directors of C. O. Knowlton and Monte Huebsch of Cincinnati, and V. C. Kreuter, Jr., of Rochester, N. Y.

Mr. Knowlton, vice president and general sales manager of the company, joined American in 1919, and has served in both the manufacturing and sales departments. In the latter capacity he was manager of the Southwestern Sales Division, manager of the New England Branch, assistant manager and later manager of the Eastern Sales Division.

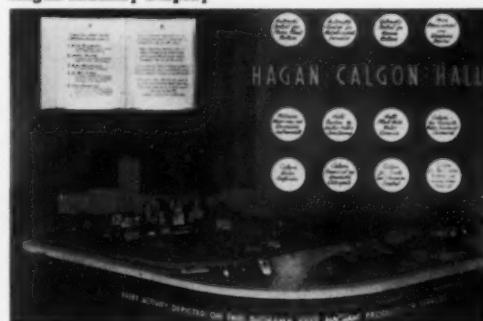
Mr. Huebsch was formerly president of the Huebsch Manufacturing Co., Milwaukee. When The American Laundry Machinery Co. purchased the Huebsch company last October, he moved to Cincinnati and became manager of the Huebsch Division of American. He brings with him a broad experience in the manufacturing and sale of specialized laundry equipment.

Mr. Kreuter is the third generation of his family to serve as a board member of the American company. After attending Cornell, Mr. Kreuter started with the company in 1938 as a production engineer. During the war years he was administrator of priorities, and recently has been serving as industrial engineer specializing in factory management.

E. B. Stanley was reelected chairman of the board. Other board members reelected are J. F. Allen, D. B. Caudle, J. J. Dewey, M. A. Follman, J. M. Garvey, V. C. Kreuter, Sr., and Taylor Stanley.

In his report to the stockholders, Mr. Garvey revealed that increased activity had enabled the company to finish the year with sales almost 20 percent above 1949. Among the more important actions of the company during 1950 were the sale of its Chicago factory, the purchases of the Huebsch Manufacturing Co. and the Chace Valve Division of the Wm. M. Chace Co. Mr. Garvey also stated that construction of the new plant on the company's Cincinnati premises was nearing completion.

Hagan Industry Display



Laundry and cleaning are featured in a special panel in a graphic display in the new reception room of the Hagan Building, Pittsburgh, Pa. Sponsored by the Hagan Corporation and its subsidiaries, Hall Laboratories, Inc., and Calgon, Inc., the display indicates the wide variety of industries served by those companies.

The text points out that Calgon is used for water softening in many commercial laundries, launderettes, and dry-cleaning plants. Micromet is used in minute quantities in the water systems of many such plants to stabilize iron and man-

ganese, prevent lime scale and prevent corrosion.

Miniature buildings representing a cleaning plant and a laundry are among those in a "model city" in an activated diorama designed to acquaint visitors and new employees with the types of business and industry served by the 17 divisions of the Hagan organization. Pages of a "history book" turn, and as each division is mentioned lights flash on the buildings representing the types of industries it serves. At the climax, summarizing the services, all of the buildings are illuminated.

Multi-Clean Conducts Sales Clinic

A five-day "learn by doing" clinic was conducted March 12-16 by Multi-Clean Products, Inc., St. Paul, Minn. According to Frank Chase, sales promotion manager, 35 leading distributors attended from all

parts of the United States. Factory-trained supervisors taught the group the operation of the company's floor machines and the application of its floor finishes.

A feature of the meeting was



MULTI-CLEAN DISTRIBUTORS watch demonstration by N. H. McRae, president

Send garments for dyeing to



ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Lean Teichner, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

the formal opening of a spacious new addition to the firm's plant at 2277 Ford Parkway, St. Paul. This modern 96-by-72-foot building doubles production space, triples stockroom area and provides for three complete assembly lines. Multi-Clean announces.

Included in the new plant layout is a specially designed sales and demonstration room. A large section of this room contains sample floors of various materials including several kinds of wood flooring, terrazzo, linoleum, asphalt tile, etc., which are used for demonstrating floor finishes and machines. Multi-Clean salesmen also use these floors to show dealers and customers proper maintenance methods.

In another part of the room demonstrations are conducted in the Multi-Clean method of rug and carpet cleaning with special emphasis given to on-location rug and carpet cleaning in homes, institutions and commercial establishments.

Street's Honors 15-Year Men

As part of its 75th anniversary celebration this year, R. R. Street & Co. Inc. is awarding 15-year service pins to three

members of its technical field force.

C. B. Kasson will celebrate his 17th anniversary with Street's on September 21. Since his return from service in 1945 he has been Street's technical advisor and sales manager, in charge of its 35-man field technical force.

"Kas" attended both Kansas State University and the University of Arizona, and worked in drycleaning plants to help pay his way through college. After graduation, he attended the National Institute of Cleaning and

Dyeing school. From 1932 to 1934 he served first as an instructor and later as the manager of the Institute plant.

In his starting assignment with Street's, Mr. Kasson served as field technician for the entire Eastern seaboard. Later, he concentrated his efforts in a territory including Michigan, Ohio, Pennsylvania, New York, New England, District of Columbia, Delaware and Maryland. He served as a Navy pilot during World War II.

Perry Walker will celebrate his 16th anniversary with Street's

on September 1. A native of Arkansas, he also attended the University of Arizona. Later, he attended the National Institute of Cleaning and Dyeing, and after graduation served as an instructor during 1934 and 1935.

In his starting assignment with Street's, Mr. Walker served as field technician for the entire Southeastern United States. At present, Street's has seven field technicians in that section, and Mr. Walker is now serving Alabama, northern Georgia and southeastern Tennessee.

Jim Wellwood will cele-



C. B. KASSON



JIM WELLWOOD



PERRY WALKER

bate his 15th anniversary with Street's on September 14. A native of Nebraska, he attended Augustana College in Sioux Falls, S. D. After graduating from the Institute in 1934, he served as plant superintendent in several of Iowa's leading plants.

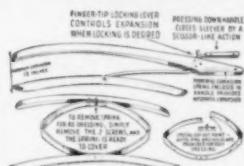
On his starting assignment with Street's, Jim served as field technician for New York and New England. During World War II he was commissioned a captain in the Army, where he helped solve problems in textile impregnation. Until recently he served plantowners in Iowa, Nebraska, South Dakota, Minnesota and Wisconsin. The first of this year he established headquarters in Milwaukee, and now serves northern Illinois, north-eastern Iowa, Wisconsin and the Michigan Peninsula.

New Amber Sleeve Forms

The Amber Manufacturing Company, Los Angeles, has announced the development of two new types of sleeve forms, which are in production and ready for distribution.

Amber's new "Self Expansion" Pelican Sleeve Form is powered by an expansion spring

enclosed in the handle. This spring provides automatic tension on the sleeve, so that both hands are free for the pressing operation. A new fingertip lock-



ing device instantly locks the sleeve form at the desired width. According to Y. Amber, designer of this new sleeve form, it does all the work of the plain sleeve form, as well as adding to it all the advantages of the pelican type.

The second sleeve form developed by Amber is called "Easy Dress" Sleeve Form. According to Mr. Amber, two powerful removable screws, along with a special cut-off in the spring, provide an easy way to replace the worn cover. Guide pins in the wood and corresponding guide holes in the spring are designed to insure stability and to make it convenient to reassemble.

Martin Promotes Casey

The appointment of John E. Casey as manager of the Martinizing Division of the Martin Equipment Corporation, Buffalo, N. Y., has been announced by William R. Wallens, executive vice president. In his new position Mr. Casey will supervise and assist Martinizing plants throughout the

Casey served in the U. S. Army Intelligence Corps. He is a graduate of Canisius College.

Behrstock Expands Space

L. Behrstock Company has announced that it has added 1,200 feet of floor space to its quarters at 1706 S. State St., Chicago 16, Ill., to accommodate expanded operations.

The company moved into its own building two years ago but had leased out the second floor. It now occupies the entire building, two floors and basement, for the warehousing and display of merchandise and machinery and for the manufacture of the firm's Gross Star Grid Plates and Gross Star Screen Asbestos Pads.

Butler Offers Two Manuals

Butler Manufacturing Company has published two new manuals, covering installation, operation and servicing of Butler "Big Flo" Filters and "Quik-Steam" Presses. Each manual contains instructions for operating, maintenance, placing equipment to best advantage, piping hook-ups, servicing and other helpful suggestions.

Drycleaners may obtain free



JOHN E. CASEY

country in all phases of the Martinizing operation.

Before joining the Martin organization a year ago, Mr.

Laundry
and
Garment
press
makers
install
presstite
9 to 1

If your machine isn't among the 90% of all laundry and dry cleaning pressing machines already equipped with Presstite*, the most popular of all flexible metal steam connectors, ask your jobber about it now. For older-style machines use Steamtite* connectors, specially designed for presses originally fitted with swing joints. Write for Bulletin L-173 with selection chart. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Company, Ltd.

51245

*Reg. U. S. Pat. Off.



wherever connectors must move...

American

ANACONDA
From brass to aluminum

FLEXIBLE METAL HOSE AND TUBING

New ZEPHYR Dry Cleaning Washer

Cuts Washing Time Up to 30%
Reduces Spotting Up to 50%

**PREPARE NOW for
the YEARS AHEAD!**

Here's the greatest bargain in the industry today! Pays for itself out of savings. This NEWEST MODEL Dry Cleaning Washer has every improvement for higher speeds, greater output and reduced cleaning and spotting-time costs. PRICES AND TERMS YOU CAN READILY AFFORD! Immediate deliveries on all sizes from 30" to 54" diameters, any length.

EXCLUSIVE FEATURES

All steel cylinder . . . all steel shell . . . self-aligning roller bearings . . . double doors with unloading shelves . . . pivoted drive . . . noiseless . . . safe.



WRITE, WIRE OR PHONE FOR DETAILS TODAY

ZEPHYR LAUNDRY MACHINERY CO.

LA SALLE AND HURON STREETS • CHICAGO 10, ILLINOIS

copies of the manuals by mailing their requests to Butler Manufacturing Company, Cleaners Equipment Division, 7400 E. 13th St., Kansas City 3E, Mo.



International Paper Expands

Plans for doubling the capacity of International Paper Company's new dissolving pulp mill at Natchez, Miss., have been announced by John H. Hinman, president.

The Natchez mill, opened last spring, has a daily capacity of 300 tons or an annual capacity of 105,000 tons of dissolving pulp. Additions planned to the mill will be a duplication of the present plant and will bring the total daily capacity to 600 tons.

Mr. Hinman stated that a Certificate of Necessity has been approved by the National Production Authority covering construction of the new facilities at Natchez. The addition is expected to be in production by the fall of 1952.

Opening of the Natchez mill in 1950 attracted widespread interest throughout the industry, since for the first time a newly developed sulphate process permitted the use of hardwoods in the manufacture of dissolving pulp.

Mr. Hinman stated that the expanded Natchez mill will have approximately 1,600 employees with an annual payroll in the neighborhood of \$6,000,000.

Biggest Sanitone Sales Meeting

Thirty-seven Sanitone engineers and district managers gathered in Cincinnati during the week of March 12 to 16 to increase his volume in today's market.

Sessions on cleaning-plant operations were conducted by Bill Boyd, George Funk and Bob Bower, with assistance from individual engineers. Mar-



SANTONE STAFF CONFERENCE, left to right, seated: J. W. Murdock, R. S. Bower, L. H. Rickenbaker, W. F. Hammargren, R. H. Wilson, G. J. Laumann, K. Peterson, A. H. Schwab, G. H. Sweasy, J. O. Hays, A. C. Floyd. Second row: J. A. Piepmeyer, H. R. Hausman, H. F. Chord, R. B. Callaghan, A. F. Schuelke, J. H. Richdale, C. C. Geddes, M. J. Healy, C. L. Huff, G. R. Borchering, J. J. Cosgrove. Third row: E. W. Mcnerney, L. A. Daggett, R. E. Bungenstock, K. D. Leavitt, L. E. Francis, J. M. Chisholm, C. R. Lamb, R. W. Howard, H. L. Smith, R. E. Johnson, C. J. McGroarty. Top row: A. D. Shankland, W. O. Lichtenwalter, J. H. Ely, G. C. Graham, G. W. Boyd, A. F. McGuire, G. S. Funk, J. R. Lees, W. C. Mueller, G. R. Munroe

ket studies, advertising and merchandising sessions were directed by the advertising department, assisted by Ruthrauff and Ryan, Inc., Emery Industries' advertising agency.

New Sludge Drier

An improved, quick-action device which recovers drycleaning solvent from filter sludge is now available, according to an announcement by F. C. Charlton, manager of drycleaning sales for Bowser, Inc., Fort Wayne, Ind.

The principle of operation is said to be essentially the same as in the unit developed by Bowser more than 15 years ago for use with industrial solvent filters. Air pressure is applied to the sludge which releases the solvent and returns it to the dirty-solvent storage tank.

In addition to saving solvent which would otherwise be wasted, the manufacturer claims, this method also reduces sludge to dry, easy-to-remove segments, eliminating the need for removing a gooey mixture of solvent and sludge.

The new unit is available on all current Bowser solvent filters and is now in production.



Internationals at El Paso

The truck shown in the photograph is one of two International LM-120 trucks with all-steel Metro bodies owned by Acme Laundry and Cleaners of El Paso, Texas. Of the company's fleet of 22 trucks, 17 are Internationals. Each truck averages 100 stops a day and travels an average of 35 miles.

All of Acme's trucks are finished in orange and two tones of blue, with the firm name in distinctive lettering on the sweeping side areas of the new

streamlined Metro body. According to the Motor Truck Division of International Harvester Company, the 9½-foot body also provides convenient arrangement of bundles for fast, efficient delivery and pickup.

Acme Laundry and Cleaners was founded in 1907. B. G. Williams is president of the firm; R. L. Davis, Sr., vice president and manager; Jack Inman, Jr., secretary and sales manager, and P. P. Cruey, fleet supervisor.

Pamphlet on Diamond Sour

A 4-page pamphlet just issued by Diamond Alkali Company discusses its "Diamond Safety Linen Sour." The product is described as an improved sour in dustfree form designed to solve iron-removal problems and simplify their control in linen supply, institutional and family laundries.

As described in the folder, this specialized laundry sour quickly dissolves iron deposits with complete safety to fabrics, assuring high whiteness retention and low tensile strength loss. The pamphlet lists eight major advantages of the sour and gives specific directions for its use.

Laundry managers and superintendents may secure copies of the pamphlet by writing to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Schulte Shows Champion

Noel W. Schulte, general sales manager of American Mothproofing Company, St. Louis, Mo., flew back to St. Louis for one day on March 24 to exhibit his Doberman pinscher, "Mighty Moe" (Cham-



Drycleaners and Laundrymen everywhere appreciate the value of TarGo as a wet and dry spotter. It removes more stains than any other spotter. What's more it removes them in less time. That's important!

Why not ask your jobber for one of our new handy and attractive TarGo Dispenser Bottles? It's yours for the asking. You will find it convenient to use on the spotting board.

TarGo will assist you tremendously in speeding up your work.

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

Wet Cleaning Summer Garments is SAFE with ORVUS EXTRA!

Summer garments in today's wide variety of fiber blends call for extra care in wet cleaning operations — the kind of care you're sure of when you use Orvus Extra Granules.



the multi-purpose synthetic detergent

You'll find Orvus Extra efficient, safe and economical. A month's trial will prove it.



pion Brown's Achilles), in the St. Louis Dog Show.

Mr. Schulte's hobby dates back to his high school days when he started with German shepherds for show dogs. After experimenting with various breeds, he is now staying with the "Dobes," which he says have everything—appearance, aristocratic breeding, devotion and gentleness.

"Mighty Moe" is a 20-time winner in dog shows throughout the country. At present, while Mr. Schulte is promoting U-San-O sales in the East, his champion is appearing at dog shows in the Texas circuit.

American's Chicago Depot

G. R. Bicknell, manager of The American Laundry Machinery Company's Western Sales Division, has announced the opening of a new parts pickup depot in Chicago designed to give quicker, more convenient service to customers in that area.

The depot is located in downtown Chicago, at 161 E. Grand Ave. in the Lindsay Light Building. A parking lot is next to the building for convenience of customers.

Johns-Manville Promotes Executives

The appointments of William R. Wilkinson as vice president for sales and of Kenneth W. Huffine as vice president for production have been announced by A. R. Fisher, president of Johns-Manville Corporation. With their promotions Mr. Wilkinson and Mr. Huffine, who bring backgrounds of wide experience to their new positions, become senior vice presidents of the company.

Mr. Wilkinson, who has been general merchandise man-

ager of the Building Products Division for the past five years, has had 26 years of sales and merchandising experience with Johns-Manville. He succeeds L. M. Cassidy, recently elected chairman of the board and chief executive officer of Johns-Manville Corporation.

Mr. Huffine brings to his new post 26 years of engineering and production experience in Johns-Manville. He succeeds A. R. Fisher who was recently appointed president.



WILLIAM R. WILKINSON



KENNETH W. HUFFINE

Mr. Wilkinson began his association with Johns-Manville in 1925 as a sales representative in the New Orleans district. After holding several sales positions in the South, he was successively assistant district manager at Milwaukee and manager of the building products district office at Philadelphia.

Mr. Huffine was successively manager of J-M plants at Alexandria, Ind., and Waukegan, Ill., before assuming direction of the company's general engineering department.

Built-in Soap Still

The newest improvement in its line of cleaning machines announced by Vic Cleaning Machine Company is the Vic Model 32 Special Per with the soap still installed right into the unit. The soap still fits underneath the washer, taking no extra floor space, and has sufficient capacity to completely distill the entire washer load every half hour, the regular cycle of the machine.

Action of the still is fully automatic, the manufacturer states. It can be handled right from the control panel, giving the operator the choice of whether the soap load or washer load

should be dropped into the storage tank or the still, at the flick of a switch.

For further information, write to the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

New Enzyme by Pabst

A new digester, called "Exzyme," has been announced by Pabst Laboratories, the research division of the Pabst Brewing Company, Chicago. According to George B. Perlstein, manager of Pabst's industrial products division, the new product will remove all types of protein stains on such materials as cotton, rayon, wool, nylon, acetate and vinyl.

Dr. Alexander Frieden is director of the Pabst research laboratories, which in addition to their work on beer and brewing conduct researches in other fields. In their work with enzymes they have developed several new products, now including Exzyme.

New Route Selling Book

A new book has been announced on "Selling Sense for

the Route Salesman," by Fred DeArmond. The writer, who has had broad experience as a route salesman and in sales management, is also author of "Executive Thinking and Action" and "The Laundry Industry" and co-author with George Graf of "Route Sales Management."

In "Selling Sense," Mr. DeArmond has brought together hundreds of sales ideas and

strategy to assist the beginner as well as the veteran routeman. The book cites scores of examples of successful sales techniques assembled from industries relying upon route selling for distribution, including dry-cleaning plants and laundries.

Further information can be obtained from the publisher, Lloyd R. Wolfe, 135 S. LaSalle St., Chicago 3, Ill.

Keystone Uses Drycleaning Slogan

A form of promotion designed to help the drycleaning industry in general has been undertaken by Keystone Aniline & Chemical Co., Inc., Chicago,

DRYCLEANING Saves Clothes

III. All its mail, which is metered, carries the slogan "Drycleaning Saves Clothes." A similar stamp appears on all of the company's parcel post packages. The layout and lettering were prepared by Keystone's advertising agency.

The company adopted its

own slogan, "Drycleaning Saves Clothes," instead of the familiar "Clean Clothes Last Longer," partly because it was shorter, but also to emphasize "dry-



J. J. TIERMAN

and defense, as well as for civilian applications, has influenced the extensive expansion program for the Mehl Mfg. Co., a division of Sydney-Thomas Corp., Cincinnati, according to an announcement by J. J. Tierman, vice president and sales manager.

The company, long identified in the field as one of the

High Speed — Safety Equipped WESTERN Extractors

THOUSANDS NOW
IN USE IS A GREAT
RECOMMENDATION



Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.



Laundry Machinery Co.
North Kansas City, Mo.

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

WESTERN LAUNDRY MACHINERY CO.
10th & Fayette Ave., Dept. NC, North Kansas City, Mo.

Please forward complete information on
Western Extractors. Size needed _____

Name _____

Address _____

City _____

State _____

3 SAMSONMITE PRODUCTS for

smoother, speedier production this spring!

Order these products from your supplier today. You'll get better quality for your customers—bigger profits for you.

SAMSONMITE FOAM RUBBER PRESS PAD

Pat. Pend.



8-MONTH GUARANTEE

If your Samsonmite Pad doesn't last at least 8 months—return it and get a new one Free.

COSTS LITTLE MORE THAN ORDINARY PADS

For 42" press \$24.95 and up for larger presses.

**Specially interwoven steel fibre base assures
EXTRA PROTECTION . . LONGER LIFE**

ORDER FROM YOUR JOBBER

Manitowoc Cotton Goods Manufacturing Co.
907 YORK ST. • MANITOWOC, WISCONSIN

Also manufacturer of Samsonmite • Extractor Covers • Soap Whips

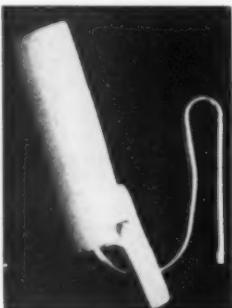
Largest custom packaging converters, has recently acquired a second plant operation in Cincinnati and two in Kentucky. With greatly increased manufacturing facilities operating "round the clock," protective military packaging materials in all their phases are being produced in considerable volume, as well as protective food packaging in wide variety.

The firm maintains sales offices in Chicago at 30 N. La Salle St., and in the Empire State Bldg., New York City. Sales coverage embraces the entire country.

Drapery Hook Protectors

A new rubber drapery-hook protector called "Seal-Lock" is being distributed by Cleaners Specialties Supplies Co., Chicago 45, Ill., for the manufacturers of the Novelty Drapery Hook Protectors.

Seal-Lock is a rubber covering which locks securely on drapery hooks to protect drapes from damage while allowing drapery hooks to remain during the drycleaning process. The device also makes it unnecessary for the drycleaner to replace and re-align the hooks where they have been removed before cleaning.



According to the distributor, placement and removal of Seal-Locks on the hooks are quick and efficient, and they can be used in any solvent, synthetic included.

Solvent-Saving Tips

To further conserve perchlorethylene for users of solvent recovery units, the Hoyt Manufacturing Corporation has printed "Solvo-Miser Tips," a resume of hints and practices of drycleaners who secure very low cost per pound of cleaning. "Solvo-Miser Tips" will be sent upon request to the Hoyt Manufacturing Corporation, Jefferson and Lawton Sts., Fall River, Mass.

SAMSONMITE TUMBLER PADS

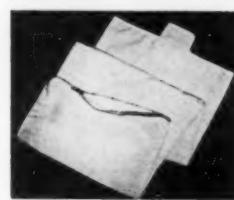


*Pat. No. 2489929 T. M. Reg.

Outlast any other pad. Snap-On

1. Eliminate removing or covering buttons.
2. Improve cleaning quality.
3. Reduce tumbler friction, static electricity.
4. Prolong garment life.
5. Reduce customer claims.

SAMSONMITE FILTER BAGS



Custom-Made. In Orion or Cotton

1. Superior workmanship—Finest materials used.
2. Our special stitching insures greater tensile strength.
3. No shrinkage with Orion.
4. Longer life—fewer shutdowns for bag replacement if Orion Bags are used.

Fur Repair Estimate Chart Available

A chart designed to help fur salespeople make accurate estimates of the cost of repairs has been introduced by Mannie Rothleder Co. of New York. According to Mr. Rothleder, fur repair prices can be standardized. The "Furmost Chart," which has been copyrighted, is based on current skin prices and labor costs plus the normal retail markup for repair work. It also given.

Mr. Rothleder states that the chart provides an accurate estimate 90 to 95 percent of the time, and can be used by any salesperson who can identify furs and has a rough idea of the sizes of various skins.

Kasson in Uniform



A birthday came to C. B. Kasson during the NICD convention at Atlantic City. So did a party of some 50 or 60 friends bearing gifts, including the jailbird pajamas that he is pictured wearing. The schooner (?) of bourbon and soda (!) is being shared with a plastic worm. It is rumored that Mr. Kasson will live to see another birthday! No report on the worm.

Pennsalt Names Garverich

Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has announced the appointment of Edwin S. Garverich as manager of technical service for specialty products.



EDWIN S. GARVERICH

Mr. Garverich, formerly head of technical service for the Laundry and Dry Cleaning Department, will have supervision of technical service for that department and for the B-K and Household Products and Maintenance Chemicals Departments.

A graduate of Gettysburg College and a member of Phi Beta Kappa, Mr. Garverich joined Pennsalt in 1929 in the Research and Development Division. Following development work on metal cleaners, Perchloron and fluorine chemicals, he became group leader of the laundry and drycleaning research in 1940 and in 1945 joined the sales division as technical advisor on laundry and drycleaning products.

The technical service department which Mr. Garverich will head will be responsible for handling technical service in the field, will supervise technical matters of the Laundry and Dry Cleaning, B-K and Household Products, and Maintenance Chemicals Departments, and will maintain technical liaison between the three departments and other divisions and departments of the company.

Time Savers 30-Inch Trolley

Time Savers, Inc., Montclair, N. J., has announced the addition of a new 30-inch swivel carriage trolley to its Hi-Speed pre-engineered rail fittings line. While the 30-inch-length trolley

was formerly manufactured on special order only, it is now available as a standard fitting.



The new 30-inch Hi-Speed trolley illustrated here is sturdy constructed of special alloy metal castings, the announcement states, has a capacity of 50 dresses or 35 suits or overcoats and features a unique bar swivel arrangement for fast, easy riding around 45- and 90-degree bends as sharp as a 9-inch radius. According to the manufacturer, the trolley will permit faster handling of large loads. It is constructed to ride on either $\frac{3}{4}$ -inch or 1-inch pipe rails.

Device for Recording Production

A device for recording finishing production, which was invented for use in his own plant by Paul Lerch, Peerless Dry Cleaning Company, Fort Wayne, Ind., is now available to the industry. Called the "Totalizer," the device keeps a record of the number of pieces pressed

by each operator, wool and silk, and also gives a total day-by-day production record for the plant.

With the Totalizer system, each finisher starts the day with 150 plastic tabs of a certain color, slipping one over the hanger hook of each finished garment. The inspector or as-



sembler removes the tab and places it on the Totalizer according to color. The operator who pressed the garment is automatically credited, with no counting required. The finisher of a go-back can be identified by the color of the tab.

According to Mr. Lerch, the

"I've noticed my clothes look better"

WATCH business grow as the word gets around . . . from satisfied customer to new customer . . . about Sana-Filter's amazing cleaning job. Used wet or dry, Sana-Filter cleans heavy soil from delicate fabrics with only a 10-minute run. No break run needed. Sana-Filter minimizes spotting, gives up to 60% more volume from present equipment. Will not build up filter pressure or odor, nor cloud in any clarification. Try it . . . write today for Sana-Filter sample and demonstration.

Sana-Filter®

Low pressure filter soap

HUNTINGTON LABORATORIES, INC.
HUNTINGTON INDIANA



TORONTO CANADA

Please send Sana-Filter sample
Have Huntington representative call

NAME _____

ADDRESS _____

CITY _____

STATE _____

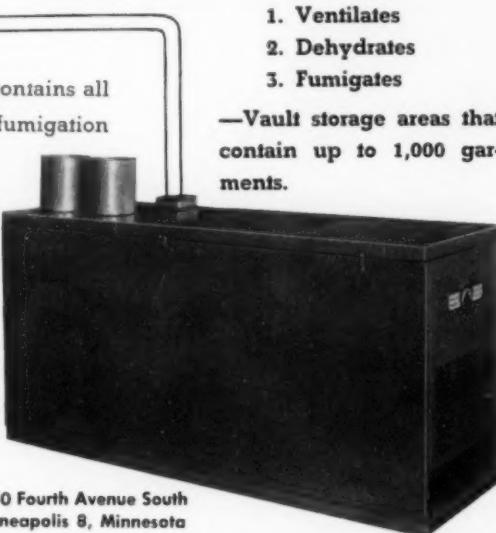
The HAERTEL STORAGEMASTER

Does these essential things . . . does them well



A Marine-blue steel cabinet contains all mechanisms. The controls for fumigation and ventilation are located outside the storage area. With the exception of a little elementary duct-work, the STORAGEMASTER is simply a "plug-in" installation.

A limited number now available. Write today for full particulars.



WALTER HAERTEL COMPANY

2840 Fourth Avenue South
Minneapolis 8, Minnesota



IT'S EASY TO PUT ON SNA-pon:
50% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape —stands more abuse. It's a completely new principle, fully patented.

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED

Contact Your Jobber



TILLERY CONTAINER CO.

6000 WILSON AVE.

SNA-pon is approximately $1\frac{1}{2}$ " round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16 $\frac{1}{2}$ " x 15 $\frac{1}{2}$ ".

use of the Totalizer will increase finishing production by as much as 30 percent, and at the same time maintain a production record system that can be used for incentive or piece-rate payment plans.

Further details may be obtained by writing to Peerless Products, 4523 Spatz Ave., Fort Wayne 5, Ind.

Sanitone Engineers

Sanitone Division of Emery Industries Inc., Cincinnati, Ohio, has announced the appointment of two senior engineers.



KENNETH PETERSON



LAVERNE H. RICKENBAKER, JR.

1. Ventilates
2. Dehydrates
3. Fumigates

—Vault storage areas that contain up to 1,000 garments.

Kenneth Peterson will cover Michigan and northwestern Ohio. Mr. Peterson attended Ohio State University, and has been associated with Inland Manufacturing Company and Crawford, MacGregor, Canby Company, both in Dayton, Ohio.

LaVerne H. Rickenbaker, Jr., has been appointed senior engineer to cover the southern sections of the Carolinas as well as northeastern Georgia. A graduate of North Carolina State College, Mr. Rickenbaker holds a B.S. degree in engineering. He served as a junior engineer with Sanitone before his new post.

Pantex Employee Wins Contest

A secretary in the Chicago office of Pantex Manufacturing Corporation, Rosemary Trullson, has been chosen "Miss Ski Nose of 1951" in a four-state beauty contest.



"MISS SKI NOSE"

The contest was sponsored by *TV-Forecast* magazine. Judges were columnists Jim Savage, *Chicago Tribune*; Tony Weitzel, *Daily News*, and Irv Kupcinet, *Sun Times*; also Robert Kubicek, editor of *TV-*

Forecast, and Estelle Compton of the Modeling School in Chicago. The winning prize was a week's vacation for two at the Northernaire resort in Three Lakes, Wis., and an Estelle Compton modeling course.

Before working for Pantex, Miss Trullson was a Barbizon model in New York City and worked with the School of Modern Photography in New York. She has also worked at the famous Stork Club and has been screen-tested by Twentieth-Century-Fox.

Street's Offers Odor Bulletin

"Odor trouble seems to be heaviest during the hot, humid weather of summer."

The above statement is a quotation from R. R. Street & Company's technical bulletin #5288 on "Odor—Its Cause and Cure." This bulletin was written by William Wilburn, one of Street's field technicians, and leaders in the industry have termed it the most complete treatise ever written upon this very important drycleaning problem.

"Odor—Its Cause and Cure" first appeared as an article in the February 1943 issue of THE

NATIONAL CLEANER & DYER. Since that time, Street's has distributed several thousand free reprints of this informative article.

Now, just before the opening of the 1951 "odor season,"



Street's announces that several thousand additional copies of this timely 10-page bulletin are available for immediate free distribution. Requests should be made on your company letterhead to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Fry Takes Over Ovalclene

The manufacture and sale of Ovalclene drycleaning detergent have been discontinued by the Electrochemicals Department of

E. I. du Pont de Nemours and Company. The formula has been taken over by the Fry Brothers Company, 1728-46 Dana Ave., Cincinnati, Ohio, which is manufacturing the Ovalclene formulation under its own brand name of F. B. C. drycleaning detergent. The product is available directly from Fry Brothers and also through most of the distributors who formerly stocked Ovalclene.

The Fry Brothers Company has been a distributor for DuPont since 1939. W. P. Fry is manager of the sales organization, which includes representatives J. E. Maginnis, Atlanta; G. E. Stephens, Charleston, W. Va.; T. T. Hoback, Nashville, Tenn.; T. H. Beckman and G. S. Wiener, Cincinnati; L. C. Wagner and R. V. Wagner, Columbus; G. E. Whitcomb, Bloomington, Ind., and E. G. Fonner, Champaign, Ill.

New Water-Softener Bulletin

Cochrane Corporation, Philadelphia 32, Pa., has issued a new publication (No. 4530) on Cochrane Hydrogen Zeolite (Cation Exchange) Softeners. This 16-page bulletin gives a



CLEAN CLOTHES mean satisfied customers. **SOLVINK** removes ink, rust, paint and blood stains, quickly and safely.

CLEAN PROFITS are guaranteed. **SOLVINK** saves you money. Saves you time. Keeps your customers happy.

½ pint set—two solutions—\$2.25. Even more economical in pint, quart and gallon sizes.

Order from your jobber on a
MONEY BACK GUARANTEE
or write Dept. 3-N for free sample.

GREENVILLE CHEMICAL CO.

Greenville, S. C.

Mfrs. of **SOLVINK**—**Greenzyme**—**Tansol**—
Iodaze—**Siz-in**

BETTER DRYING BIGGER PROFITS



WITH
HAMMOND

STEAM TUMBLERS

Consistent and efficient drying day after day determines both the volume of your business and the profit in your plant. Hammond Steam Tumblers are built to give you the fastest drying time with the greatest efficiency. Forty years of listening to your suggestions have perfected the Hammond Tumblers—it means money in your pocket to own one.

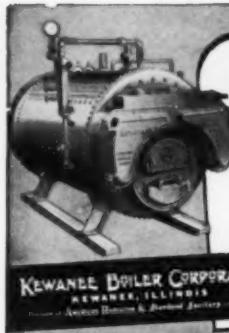
SPECIFICATIONS

- ★ Open End type with circular glass door.
- ★ Cylinder Size 36" x 30"
- ★ Capacity 35 to 40 lbs. dry weight
- ★ Shipping weight approximately 750 lbs.
- ★ Floor space—39" x 44" x 72" height
- ★ Thousands of satisfied users.

*Write for particulars about this
marvelous new machine*

HAMMOND BUILDING, WACO, TEXAS

Hammond
LAUNDRY-CLEANING MACHINERY CO.



TROUBLE-FREE KEWANEE SCOTTIE JR

For 6 to 36 H. P.
at 100 lbs. W. P. Like
a steel bridge you can't wear
it down. Every part is
accessible and it's easy to
handle. Truly trouble-free and
economical to operate.
For Oil, Gas, Coal.

For 6" Scale with pipe diameter
markings—WRITE Dept. 99-GS

complete description of the process and the field of application, showing the advantage of hydrogen zeolite softening and its relation to the sodium zeolite softening process.

The hydrogen zeolite cation exchange process is relatively new (1935) while the sodium zeolite process has been in use in water softening since 1910.

appointment of John N. McEuen as salesmen for Florida Laundry & Drycleaners Supply Co. and Ed L. Thomas Machine Co. of Jacksonville and Miami, Florida. Mr. McEuen will operate out of the Jacksonville territory.

Stadham Appoints Mims

Stadham Company, Philadelphia, Pa., has announced the appointment of Frank Mims as its representative in the Southern territory.

Mr. Mims will represent Stadham in Florida, Georgia,



This Cochrane Hydrogen Zeolite Softener bulletin explains not only the process but the zeolites themselves and the details of the equipment used in the process.

New Florida Representative

Announcement has been made by Jim L. Thomas of the



FRANK MIMS



JOHN N. MCEUEN, JR.

Alabama, Mississippi, North and South Carolina, Tennessee, Kentucky, Virginia and West Virginia. He will work directly with the distributors and their salesmen on the Hexagon line of press pads and covers featuring Stad-spun and Stad-tex fabrics.

New Davies-Young Representatives

The Davies-Young Soap Company, Dayton, Ohio, has announced the addition to its Eastern staff of two sales-service technicians, who are now call-

OLSON

FILTERS and STILLS

for GREATER
PRODUCTION
at LOWER COST

Write Today to
**OLSON FILTRATION
ENGINEERS, INC.**
1624 N. Kilbourn Ave.
Chicago 39, Ill.

ing on drycleaners, laundries departments to plant management and rug cleaners.

New Jersey and eastern Pennsylvania are the territory Leonard Roude is covering

Metropolitan New York. Mr.



ROBERT F. MASTERS



LEONARD ROUDE

of Robert F. Masters, who has had practical experience in both petroleum and synthetic plants in the New York dries, ranging from work in all area.

Two series of clinics for



Clearfield Furs of Clearfield, Pa., were given for the plant and sales staffs by David G.

Now Available!

F. B. C.

DRY CLEANING DETERGENT

An efficient liquid detergent, specifically compounded for the dry cleaning trade. It is the result of years of research for a balanced detergent which would give fast, thorough soil removal at low cost.

This superior dry cleaning product is sold by selected suppliers throughout the world and is available through your former "Ovalclene" distributor.

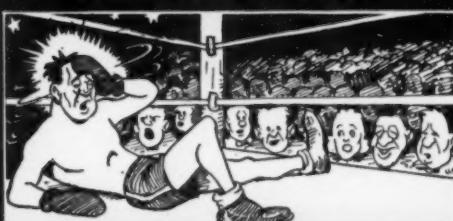
Telephone or Write Your
Distributor for F. B. C. Today!

This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the Du Pont Company and sold under the Du Pont trade-mark "Ovalclene". However, the Fry Brothers Company takes responsibility for the quality of the product.

THE FRY BROTHERS CO.

Since Manufacture Since 1880
1728-46 Dana Ave. Cincinnati (7), Ohio

KNOCK OUT CLEANING TROUBLES WITH ...



SOL-CLAR & BEAU-CLEAN

FILTER & CLARIFYING POWDER DRY CLEANING SOAP

They Give Perfect Results

The advisability of using SOL-CLAR and BEAU-CLEAN has been proved in hundreds of plants all over America. SOL-CLAR and BEAU-CLEAN are a sure-fire combination that eliminate cleaning trouble, insure satisfied customers.

Ask Your Jobber
or write

**MURPHY
SALES CO.**

P. O. Box 224, Station A,
Atlanta, Ga.



fletcher 33" EXTRACTOR

*...holds a
90 pound
load*

Companion
to the
36" x 54"
dry cleaning
washer



This 90 Pound Fletcher 33" Extractor is being chosen by a growing number of dry cleaning establishments throughout the country where it is filling a definite need as a companion to the popular 36" x 54" dry cleaning washer. It is an exclusive size found only in the Fletcher line. Into this machine we have incorporated many of the advantages and features that have made the Fletcher 65 and 135 pound extractors favorites in so many plants.

Note these Features

Safe—Won't start until cover is closed. Cannot be opened until basket is stopped. Smooth stainless steel basket cannot harm fabrics. Self-Balancing. Exclusive Fletcher "Super Self-Balancing." High stability up to 10 pounds out of balance.

For full details—write—

FLETCHER WORKS

213 GLENWOOD AVE. PHILADELPHIA 40, PA.



PRESS COVERS THAT LAST 260% LONGER

If you are cost conscious and quality minded you will be interested in the savings that can be made by installing

THERMOTEX READY-MADE COVERS

on all presses. Here are a few typical examples of endurance:

14,250 shirts on a swing bosom.
180 hours—11,200 shirts on a 4-lay press.
260% longer on a Tiller Cuff Press.

THERMOTEX is now available in cut covers with nylon drawstrings—or by the roll. Remember there is only one THERMOTEX and it is a product of H. Kohnstamm & Co. Inc., and sold only by Kohnstamm representatives. Accept no substitutes.

H. KOHNSTAMM & CO., INC. 89 PARK PLACE, NEW YORK 7, N.Y. OFFICES IN PRINCIPAL CITIES

Kaplan, author of "The Fur Clamps Now Secure Garments' Edges with a Flick-of-the-Wrist Motion," the announcement states.

Clearfield Furs, one of the largest fur companies in its state, covers the western part of Pennsylvania intensively. It started out as a taxidermy firm, and one of its three plants is still the largest taxidermist east of the Mississippi.

Paris Finisher Improved

According to an announcement by Frank A. Weller, president of the Garment Finishing Equipment Corp., Cambridge, Mass., the company's new Paris Master finisher features two basic improvements. Instead of the two interchangeable forms for men's and women's garments, one form now handles any mixed run of both short and long garments.

Discarded also are the pin-point fasteners of the front and rear clamp. The new redesigned



The result of these two changes is an increase in both the speed and ease of operation of the machine, Mr. Weller states.

SIGNS OF THE TIMES

(Continued from page 20)

cording to news reports. In Burlington, the American Legion Auxiliary staged a hunt in which participating businessmen gave prizes to the egg finders. City Cleaners and Royal Cleaners were among the prize donors. At Medicine Lodge, M. L. Cleaners and Spic & Span Cleaners took part in the community Easter egg hunt.

#

Cleaner Gets Safety Award: One of 14 business firms of Mercer and Monmouth Counties in New Jersey to receive an award for an outstanding plant safety record was the New York & New Jersey Cleaning & Dyeing Company of Asbury Park. The awards were made at a dinner meeting sponsored by the Mercer County Society of Safety Engineers.

play safe! no alibis!

use SPOTOUT and PEN-TRATE

FOR ALL WATER SOLUBLE STAINS

FAST • SIMPLE TO USE • SAFE

REMOVES: Blood, Ice Cream, Gravy, Milk, Albumin, Grass Stains, and all other water soluble spots and stains. Order from your supplier or direct.

Kennedy Products Company

4125 ORCHARD LANE CINCINNATI 36, OHIO

The annual safety contest was conducted during the last three months of 1950 by the New Jersey State Department of Labor and Industry.

#

BBB Member Studies Cleaning: The Better Business Bureau of Oklahoma City recently sent a staff member to attend two short courses conducted by the National Institute of Cleaning and Dyeing at the A. & M. trade school at Okmulgee. This was part of the local program of handling complaints through a Fabrics Forum organized by the BBB with representatives from retailers, cleaners and the public.

Through newspaper stories, radio talks, TV, speeches and meetings, the program aims to educate consumers on fabric care, to help cleaners and retailers find the causes of complaints and eliminate them at the source, and to arbitrate complaints when necessary.

#

More Hanger Campaigns: Ideas for collecting wire hangers are increasingly in the news. Sanders Dry Cleaning establishment of Franklin, New Hampshire, took in 24,310 hangers in five weeks by offering prizes to the children bringing in the most. The first prize winner was awarded a bicycle in return for his collection of 11,000 hangers. Ice skates and roller skates went to the second and third winners.

In Wellington, Kansas, Cub Scouts are collecting hangers which will be sold to the Southeastern Kansas Dry Cleaners Association.

According to cleaners of Sudbury, Ontario, the shortage is worse than during the war. At that time one cleaner in the Canadian town got quite a few hangers by staging several matinees for children—admission 15 hangers. He is not repeating the experiment, for the reason that the children started swiping hangers from home. Currently one Sudbury firm is asking anyone who phones in for a pickup to lay out any spare hangers for the driver, to be paid for at a cent a hanger.

#

Cooperative Ads Stress Economy: Drycleaners of Sherbrooke, P. Q., Canada, recently ran a full-page ad in a local French-language paper to advertise the advantages of having clothes cleaned. Copy stressed the value of drycleaning to prolong the life of clothes, warned against home spotting, explained sun fading, called attention to unserviceable fabrics. The ad also mentioned the analysis work of the Canadian Research Institute, and attention was called to the hanger short-

FULTON LIFE TIME BOILER



OIL OR GAS FIRED

FAST STEAMING

Operating pressure in ten minutes.

COMPACT

Requires less floor space.

NO TUBES OR COILS

No more costly shutdowns and repairs.

EFFICIENT

Complete combustion in a furnace designed for efficient heat transfer.

FULLY AUTOMATIC

All controls including low water cutoff furnished.

SIZES 10, 15 and 20 H. P. 100 W. P.

Designed and built to comply with the A.S.M.E. Code.

FULTON BOILER WORKS INC.

P. O. Box 228, Fulton, N. Y.

Yes, I am interested in receiving your descriptive folder.

Please _____

Address _____

City _____ State _____

By _____

Simplify and SAVE

UP TO 50% WITH **WASHEX** the PROVEN COMBINATION **WASHER-EXTRACTOR**

Washex simplifies the cleaning process by doing the work of two machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of more than 50%!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

FABRIC LAUNDRY AND DRY CLEANING
MACHINERY CORP.

192 Bunker Street

Brooklyn 22, N. Y.



Use DELRAY SPOTTING INSTRUCTIONS for better spotting and laugh at the manpower pinch

New third edition a fund of information for the whole plant:

1. An excellent reference for the established spotter
2. A superior brushing-up method for managers wishing independence
3. A sound basic training for the worthy employee or beginner

Send for free descriptive pamphlet today, prices start at \$14.75.

DELRAY SCHOOL OF SPOTTING INSTRUCTIONS

3029 Fairfield Avenue, Cincinnati 6, Ohio

age which required the cleaners to ask for the return of hangers when making deliveries.

Participants in the ad, which appeared just before Easter, were the firms of Labonté Enr., Sherbrooke Laundry and Dry Cleaners Ltd., Romeo Dry Cleaners, Chas. A. Fournier Enr., and Crown Laundry of Sherbrooke Limited.

#

Cleaning in the Columns: The cleaning operations of Divine Cleaners in Soda Springs, Idaho, were recently described by a columnist in a local paper. Owner Eddy Divine reports that the article was along the lines of his exposition to high school classes that he used to have visit the plant.

The series on drycleaning sponsored by the Associated Dry Cleaners of Franklin County and appearing in the Greenfield, Massachusetts, *Record-Gazette*, took up the question of labeling in its second installment. The article urged really informative labels.

Members of the association are Bond Cleaners and Dyers, Braff Cleaners, Caldwell Cleaners, Greenfield Laundry, Ken's Cleaners, Modern Laundry and Dry Cleaners of Shelburne Falls, New Wonder Cleaners and Royl Cleaners.

#

Clubmen Hear Cleaners: At a recent Rotary meeting at Effingham, Illinois, members heard a description of drycleaning processes and plant operations by Clay Bryson of Band Box Cleaners. Drycleaner Carl Brown took part in a panel discussion on "What to do about rising prices" held by the Rotary Club of Worland, Wyoming. Drycleaning problems and processes were the subject of Frank DeVries of the Thompson-Hayward Chemical Company, in a recent talk before the Inter-City Kiwanis Club at Independence, Missouri.

#

Safety Booklets Available: Four new booklets on safety, designed for distribution by plant supervisors or as payroll enclosures, have been announced by the National Safety Council. Cartoons and light treatment are featured in the four booklets.

"Aren't People Funny?" describes 12 unsafe attitudes; "K. O. Dirt and Disorder" points out the advantages of clean and orderly working conditions; "Cry Whoal" discusses off-the-job motor vehicle accidents, and "Safety 'Round the Clock" deals with safety in the home.

Sample copies of the booklets and prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

**ARE YOUR RACKS EQUIPPED WITH THESE
TIME-SAVING MONEY-SAVING CASTERS?**



These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.

Why?—They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy GI-GR-NITE Casters every year.

Act now. See for yourself what GI-GR-NITE Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.

CLINTON 14, MICHIGAN
In Canada: Advance Steel Products Ltd., Chatham, Ont.

GI-GR-NITE
(Geiger-Knight)
CASTERS

N.I.C.D. NEWS

(Continued from page 86)

had three; Miss Jane Chapman of Dublin, Georgia; Mrs. August DeVries of Bellingham, Washington, and Mrs. Irene L. Loeser of Clarksburg, West Virginia.



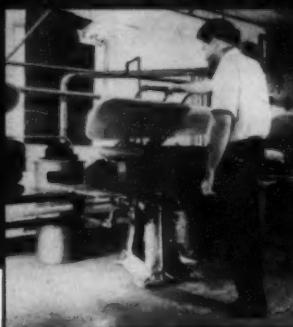
COEDS get diplomas and applause of classmates



TOP SCHOLASTIC AWARD goes to student Franklin J. Amiss

Franklin Joseph Amiss obtained the highest scholastic average and won the 60th class trophy. Mr. Amiss operated a drycleaning plant for the Arabian American Oil Company in Saudi Arabia for two years before coming to the Institute. Before that he was in the Navy,

**CUT PRESSING TIME
15% to 25%!**



Model #8 Dryset
serves up to 8 presses.
Other units serve up to 250 presses.

With BILLMYRE DRYSET

**Gives you more and better production
at lower cost because . . .**

**Dries garments
faster**

Dryset draws a powerful current of dry air through the garment at high velocity. Dries it almost instantly! Result: 13% to 25% saving in pressing time.

**Improves quality
of work**

Dryset's air vacuum leaves the garment dry, smooth and set. Because there's no moisture, garments are better pressed . . . have harder creases . . . retain their shape longer.

Slashes fuel bills

Dryset uses no steam — saves 25% to 50% of boiler steam required for old style steam jet systems.

DRYSET pays for itself within a few months!



Typical Installation of a Model #8 Dryset

Whether you have 2 or 250 presses, a Billmyre Dryset can be easily installed. For big savings, mail this coupon today.

LAMSON CORPORATION
459 Lamson St., Syracuse 1, N. Y.

Please send me your DRYSET Bulletins — free of charge. I have (or shall have) _____ pressing machines.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

WITH

SWOOSH THAT B. O.

KIL-ODE

KILLS ODOR
WITHOUT AN ODOR

(or perfume)

ORDER
FROM YOUR
JOBBER OR
WRITE DIRECT

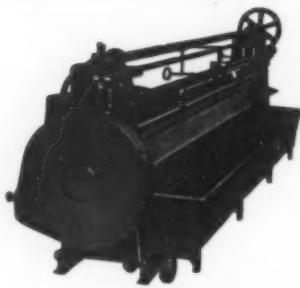


Safe as water to all colors and fabrics.

Concentrated, \$3.75 gal.

LABORATORIES

1636-40 W. Vernon Avenue
Los Angeles 37, California



BERTSCH & CO.

The Bertsch Rug Wringer

REDUCES

Labor 70%
Power 75%
Dry Room Heat 80%
Water use 75%

FACTS

Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

CAMBRIDGE CITY
• INDIANA •

SONOMOR
STRAIGHT STEEL PINS

TOPS in QUALITY

SONOMOR
STEEL SAFETY PINS



TOPS in SERVICE



SONOMOR
WIRE GARMENT HANGERS

TOPS in ECONOMY

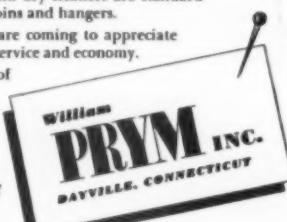
More and more laundries and dry-cleaners are standardizing on Prym SONOMOR pins and hangers.

More and more bulk users are coming to appreciate Prym's dependable quality, service and economy.

Prym pioneered pins made of steel, and Prym enameled quality garment hangers are unsurpassed.

Insist on Prym's SONOMOR QUALITY.

For Brass Pins of QUALITY . . . Prym's Aristocrat.



and for a number of years before World War II worked in plants in California.

#

New Technical Bulletins: Technical bulletin T-253 on "Saving Synthetic Solvent" gives various methods of conserving chlorinated hydrocarbon solvents. The bulletin pointed out that many drycleaners are not operating their recovery systems efficiently, and described ways in which solvent could be lost during filtration and distillation.

NICD technical bulletin T-254 discussed the increasing number of color-damage cases due to cold-wave solutions. Research work at NICD showed how the actual color loss often develops in a drycleaning plant, thus unjustly putting blame on the drycleaner. It also told what a drycleaner should do when he discovers a color loss that he suspects is due to cold-wave solution.

#

Synthetic Consumption Study: The Defense Emergency Committee on Chlorinated Solvents, representing synthetic solvent manufacturers, synthetic solvent cleaning machinery manufacturers and the NICD, recently completed a study on the annual consumption of synthetic solvents by the drycleaning industry. Eighty percent of the total U. S. production of perchlorethylene and 7 percent of the total carbon tetrachloride production were used by drycleaners in 1950.

NICD has presented the figures to the Chemicals Division of NPA, with the request that if allocation becomes necessary in the future, the needs of the drycleaning industry be given full consideration.



PEOPLE AND PLACES

SOUTH

WEST



DeLuxe Cleaners, Riverside, at Seventh and Chestnut Sts. Cal., has opened branches at 6288 and 6678 Magnolia Blvd.

The firm, operated by R. D. Huie 12th Street Cleaners, Wichita Falls, Tex., is remodeling and adding new equipment.

GROSS STAR

Aluminum GRID PLATES
HOLD HEAT BETTER

up to 46". \$14.85
mushroom. 11.00
over 46". 19.25
from your jobber

Only GROSS STAR
is 12-ways better.
Be sure your press
plate has ALL 12
advantages.

L. BEHRSTOCK CO.

1708 S. State St., Chicago 16, Ill.

Norton (Kans.) Cleaners has been sold by Wallace Walcott to Russell Raley.

The drycleaning plant operated at 14 N. Water St., Sapulpa, Okla., by Bob and Jim Stewart has been remodeled.

Silver Avenue Cleaners, 1212 Silver Ave., San Francisco, Cal., has been purchased by Jack Coll.

Lee Morris has opened the new plant of City Dry Cleaners, Seymour, Tex., with all new equipment.

Jackson Cleaners has moved to new quarters on Fourth St., Santa Rosa, N. M.

Articles of incorporation have been filed for Sudden Service, Inc., Fresno, Cal., with Charles S. and Hazel M. McBrien, and Charles S. McBrien, Jr., listed as directors.

Crown Cleaners and Dyers, Abilene, Texas, has installed new equipment and has also enlarged and reequipped its dye plant.

Chuck Gilkerson and his mother, Mrs. Fern G. Gilkerson, have sold Gilkerson Cleaners, Larned, Kansas, to Dick Frick.

Supreme Cleaners, Cement, Okla., has been sold by Mr. and Mrs. W. H. Sharpe to Roy G. Chisum. The plant is now under the management of Mr. and Mrs. Erby M. Rosacker.

The plant of National Cleaners and Dyers, 510 Whittier Blvd., Montebello, Cal., has been modernized by owner John Ainalian.

Tip-Top Cleaners has been opened at Seymour, Tex., by J. B. Allbitton.

Acme Cleaners, 120 S. Seventh Ave., Durant, Okla., has installed some new finishing equipment.

A license has been issued to Ted R. Hoggard for operation of Del Mar Cleaners, Anderson, Cal.

Evans Dry Cleaners, Slaton, Tex., has been sold by Mr. and Mrs. Carl Evans to E. W. Woods.

Owner Wayne of Penny Cleaners, Liberal, Kans., has been recalled to service as a first lieutenant in the Field Artillery. Mrs. Evelyn Ray will act as manager during his absence.

Mr. and Mrs. S. J. Cantrell have purchased Bloomington (Cal.) Cleaners, 205 E. Valley Blvd.

Stanley Hardin has taken over management of Tower Cleaners, Garland, Tex., it was announced by H. B. Allard, general manager of Garland Laundry & Cleaning Co., S. 14th St., which recently purchased the cleaning firm.

Band Box Cleaners, Topeka, Kans., is remodeling its quarters and installing a modern front.

A building addition has been completed and new equipment installed at Service Cleaners, 2326 N. El Dorado, Stockton, Cal. The interior has also been remodeled, it was announced by co-owners Thomas Carroll and Mrs. Florence Atchison.

Mr. and Mrs. Jess Weaver have taken over Ranger (Tex.) Dry Cleaners, 127 S. Austin, from C. O. Culpepper.

These Newhouse "ALL-IN-ONE" PRODUCTS Speed Up Plant Production

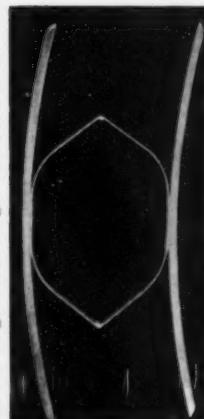
STANDARD STEAM HOSE

For Steam Irons
and Spotting Guns
3/16" 3-Ply, Black 2¢ ft.
3/16" 3-Ply, Red 2¢ ft.
1/4" 3-Ply, Black 3¢ ft.

WATER

3/16" Neoprene, Nylon en-
dred, Red 2¢ ft.
Less than 50 ft.
and 5¢ per ft.

DON'T GET
CAUGHT SHORT
• • •
Attractive Discounts
To Jobbers



3/16" Sleeve Holder, Pr. \$6.00
23" Ig. 11" Expansion, Ideal for coat ma-
chines, Adjusto Forms, etc.

Adjustable Garment Holder 4-ft.
beaded chain for use on ironing
boards, spotting boards, and
machines \$2.25

If your jobber
cannot supply you,
write us direct.



Deluxe Press Clamp
Only \$5.95

Secures garment
to buck by simple
wrist action — no
screws
or bolts to snag sponge pad.

FOR BEST RESULTS—U.S. KOYLOON PAD



Cut Your Pad Cost 33 1/3 %
Cut U.S. Koyloon Foam Pad with best quality
1/2" cotton insulation padding and stanch-
ing proof, overlocking Asbestos for longer life.
Tapeze, \$4.00—38" x 57.70—42" x 48.50—
45" x 59.00.

NEWHOUSE COMPANY
1247 East Colorado Boulevard, Glendale 5, California

Specify

DANDUX



BASKETS

HAMPERS

TRUCKS

from your dealer

Top quality that proves itself with longer wear.

C. R. DANIELS, INC.
Daniels, Md.

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

**COST AS LOW
AS 77¢ per ft.**

TIME-SAVERS
83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS' Hi-Speed Rail Fittings.

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ STATE _____
NAME OF JOINTER _____

The most practical and economical Conveyor System for transporting garments within your plant.



TIME \$AVERS\$

83-99 Walnut St. • Montclair, N. J.

JANET NECKTIE PRESS



- Steam Heated
- Fits All Standard Ties
- Easy To Operate

Finish up to 100 ties per hour with this Janet steam necktie press! Eliminates all iron marks, sharp, knife-like edges . . . leaves ties with smooth, rounded edges. Built for long, carefree service.

JANET GLOVE FORMS

New electric or steam heated models available for both ladies' and men's gloves.

SHEDLOV-HEINZ MANUFACTURING CO.
15-B Wilder Street, Minneapolis 1, Minn.

Nu-Way Cleaners, Aggierville, Kansas, has opened a branch in a new building at 119 N. Third, Manhattan. The firm has also completed a storage addition at its main plant.

Wardrobe Cleaners, Pryor, Okla., has been sold by Mr. and Mrs. Lester Arnold to Mr. and Mrs. John Baker.

Loma Cleaners, 1164 Rosecrans, Point Loma, Cal., has been sold by Salvatore Spinelli to Jack Chapelone and Dick Sutts, owners of Harbor Cleaners, 2920 Canon St. The new owners will operate both plants.

L. F. Howard has leased the drycleaning plant formerly operated by Fritz W. Miller at Kyle, Tex.

Clive E. Lawson, who formerly leased Cimarron (Kans.) Dry Cleaners, has opened Lawson Cleaners at 306 N. Main St., Hutchinson, Kans.

C. G. Kerr has taken over Jay's Cleaning establishment at Vicksburg, Cal.

Tommie Dodd, owner of Dodd's Cleaners, Fairfield, Tex., has installed a new boiler.

Clothing valued at \$300 was destroyed by a fire at Cache Road Cleaners and Dyers, 1811 Cache Rd., Lawton, Okla. According to owner Jack Shanklin, most of the clothing was saved and the building was insured. He attributed the fire to a short circuit in a press line.

Cole Cleaners, Fairfield, Tex., has installed a new drycleaning unit.

Park Cleaners, Lakewood, Cal., is building a new plant at 217 S. Garfield, Monterey Park. The business is operated by John E. Brittain, Sr., and his sons, John E. Brittain, Jr., and Bob Brittain.

Lily Cleaners, 2427 N. Shepherd, Houston, Tex., was completely destroyed by a fire believed caused by a cigarette flipped on a wooden awning. According to the owner, Mike Samaras, the estimated loss of \$30,000 was covered by insurance.

Ideal Cleaners, Cushing, Okla., has been sold by Mr. and Mrs. Frank Forsythe to Mr. and Mrs. Kenneth Quimby.

Master Cleaners, San Angelo, Tex., has been purchased by G. V. New.

Calista Schmidt has announced intention to sell Aristocratic Dry Cleaners, 2632 Wilshire Blvd., Santa Monica, Cal., to Ben F. Glass.

A. T. and B. L. Bryant have opened Bryants Cleaners at San Angelo, Tex.

Dycus Cleaners and Laundry has been opened by Mr. and Mrs. O. E. Dycus in a new plant at 115 Strickland Plaza, Irving, Tex.

Owner Dunning Bright recently celebrated the formal opening of the new plant of Kelly Smith Cleaners at 19th and Nueces Sts., Austin, Tex.

Ora W. Haney, owner of Top Hat Cleaners, 2025 W. Compton Blvd., Gardena, Cal., has opened a branch at 1803 Redondo Beach Blvd.

Roxy Cleaners has been opened at 610 N. Maclay, San Fernando, Cal., by Mr. and Mrs. Roy Milberger.

White Star Cleaners, Weatherford, Tex., has been purchased by Mrs. W. D. Taylor.

Mrs. Rendee Hardee has purchased the former A. C. Cleaners at 1103 Shady Grove Rd., Irving, Tex.



DOCTOR BOILER

says . . .

**"A BOILER CAKED
WITH SCALE STEALS
YOUR PROFITS"**

DOCTOR BOILER DISTRIBUTORS

ALABAMA

Dixie Laundry Machinery Co.,
Montgomery

CALIFORNIA

M. C. McClinton, 13040
Compton
Ajax Supply Co., Los Angeles
Patek & Co., San Francisco

CANADA

Concord Panter Machinery Co.
Ltd., Montreal
D.C.L. Supplies Ltd., Toronto

COLORADO

Katzson Brothers, Denver
Scientific Supply Co., Denver

GEORGIA

Armstrong Hart Supply Co.,
Atlanta

HAWAII

American Factors, Ltd.,
Honolulu

ILLINOIS

Walter Hesse Co., Chicago
Rodin Brothers, Chicago
Robert L. Wolff, Chicago

INDIANA

Stovall & Associates, Inc.,
Indianapolis

KANSAS

Reid Supply, Wichita

KENTUCKY

Archer Chemical & Supply
Corp., Louisville

LOUISIANA

Adams Machinery Co.,
New Orleans

MICHIGAN

Excelsior Machinery
Company, Detroit

MISSOURI

Nu-Pro Sales Corporation
St. Louis
Flowers, St. Louis
John Morris, Springfield

NEBRASKA

Saxe Freeman Co., Omaha

NEW HAMPSHIRE

John Donais Co., Manchester

NEW YORK

NY Penn Machinery Co.,
Buffalo
Kriegman Brothers, New York
City

OKLAHOMA

Walt Shultz, Oklahoma City
Moseley Supply, Tulsa

OHIO

Belenky Woolen Company,
Akron
Merchants Chemical Co.,
Cincinnati

PENNSYLVANIA

Tex-O Corporation,
Cincinnati
Mid-State Supply Co.,
Dayton
Louis Wasserstrom & Co.,
Inc., Toledo

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Rid your boiler of scale, corrosion and
foaming with remarkable Doctor Boiler—
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"COLLOIDIZING ACTION!"

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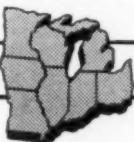
4316 MAIN STREET DALLAS, TEXAS

Hamlin Cleaners, Hiland Shop-
ping Center, Garland, Kans.,
has been purchased by Percy
and Janie McCormick, who
have renamed the business
McCormick Cleaners. The
former owner, Orville Hamlin,
will continue as an employee.

A-1 Cleaners, Coleman, Tex.,
has installed a shirt unit.

James Wright has purchased
Callens Cleaners, Eastland,
Tex., and is operating under the
name of Wrights Cleaners.

NORTH



CENTRAL

The 18th store of Swan Super
Cleaners, Columbus, Ohio, has
been opened at 4314 N. High
St., Aldrich.

Herb Henry has become a partner
in Bethany (Mo.) Cleaners,
purchasing the interest of Mr.
and Mrs. W. K. Wolgamot.

Mrs. Dimitra Rigas has sold
the U.S. Shop, 28 W. Broadway,
Alton, Ill., a shoe repair and
hat renovating business, to
Temple Cleaners.

Vogue Cleaners, Ridgeville,
Ind., has been sold by Ray
Gegenheimer to Mr. and Mrs.
Keith Addington.

Carl Kornesel, operator of the

Britt (Iowa) Pantorium, has installed new finishing equipment.

Spooner (Wis.) Community
Cleaners, Inc., has been incorporated
by Sanford A. and Catherine Aardappel and Isabel G. McPike.

Mr. and Mrs. I. D. Hilger have
purchased Lakefield (Minn.)
Cleaners from Mr. and Mrs.
Wallace Haukos.

Paris Dry Cleaners, 120 E.
Wooster St., Bowling Green,
Ohio, has been closed by Mrs.
John Mitchell, who operated it
with her two sons, Charles
and Theodore. Charles has
left for service with the Navy
and Ted is at the university.



**Made Especially
for Cleaners
and Launderers**

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Quality...**

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- Absolutely Indelible

PITTSBURGH TAG CO.

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PITTSBURGH 12, PA.

Arlus Dunn Cleaners, 1227 E.
Main St., Lansing, Mich., has
opened a branch at 901 E.
Saginaw St.

Carl Herman, operator of Mis-
souri Cleaners, 3228 E. 12th
St., Kansas City, Mo., has
opened a branch, called Leon-
ard Cleaners, at 2517 Somerset.

W. H. Elwyn recently cele-
brated the 25th anniversary of Elwyn's
Cleaners, Sparta, Ill.

Franklin (Ind.) Cleaners has
been opened at 43 N. Main St.
by Mr. and Mrs. Delgar Hock-
ersmith.

Martin Torgersen has purchased
the interest of his partner, Ted
Blazkowski, in Lakeland Cleaners
and Dyers, Monocqua, Wis.,
and is now sole owner.

Forest Busher has purchased
Nu-Way Cleaners, Winona,
Minn.

Leon Vandawater has sold Lake
O'Cleaners, Lake Odessa, Mich.,
to Dewey King.

Shore Line Cleaners has opened
a new plant at 1820 Ridge Ave.,
Evanston, Ill.

1 + 1 = 2

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SURE...and spotting
can be just that easy
use



Modern Research
Cleaning Products...

TRUMP and Progressive Spotting

Due to its simplicity Progressive Spotting has found favor with many spotters, experienced as well as inexperienced. When spots remain after using the Progressive Spotting method, it has been found that in most cases they cannot be safely worked on. Write for booklet on this simple method of spotting.

Spix PRODUCTS COMPANY

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"When It Comes To PRESS COVERS COME TO STADHAM!"

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Flannel Pads	Moleskin
Jomac	Black
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TRY IT! REPAIR DEPARTMENTS THAT USE IT
CLAIM NOTHING COMPARES WITH IT!

- ★ ELIMINATES WASTE
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- ★ CUT & FOLDED TO RIGHT WIDTH

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\$3.95 per 10 yard spool.

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Albany, Oregon

Mr. and Mrs. B. C. Hughes have leased the GI Cleaning Shop, Crane, Mo., from Paul Wise.

The new plant of It's Miller's Cleaners has been opened at 20 E. Main St., Washington, Ind., by brothers Carl, Al and Ted Miller. All three are veterans, and Al is an NICD graduate.

Mr. and Mrs. Paul Evard have sold their cleaning plant on Factory Ave., Columbia City, Ind., to Rohrbachs' Cleaner and Laundry Service.

Mrs. Edwin Nowak is now operating Baden Cleaners and Laundry, 7943 N. Broadway, North St. Louis, Mo.

R. Bacon has taken over ownership of Millstadt (Ill.) Cleaners from Mrs. Louis Rahn and Mr. Johns.

Harry Stockman, an NICD graduate, has opened a dry-cleaning firm in DeMotte, Ind.

Goodwin Cleaners, Trenton, Mo., has installed larger dry-cleaning equipment and upholstered cleaning equipment.

Savanna (Ill.) Cleaners & Dyers has moved to its new plant at Chicago Ave. and Fourth St.

Arthur Mazer has filed a fictitious name for M. M. Cleaners, 401 N. Aiken Ave., Pittsburgh, Pa.

Damage estimated at over \$50,000 was caused by a fire at J. B. Nial Careful Carpet Cleaning Co., 119th St. and

The firm is owned by Arthur Weidman.

John R. Murray has taken over management of the Orleans, Ind., plant of Heise Bros., which was recently sold to the Acme Goodrich Company of Noblesville, Mr. Murray and his brother, Kenneth F. Murray, will continue operation of Murray Cleaners in Paoli.

Anderson (Mo.) Dry Cleaners has been sold by B. M. Willingham to M. O. Stewart, owner of a cleaning establishment at Wheaton.

Mr. and Mrs. E. C. Turner have taken over management of Expert Cleaners, Walkerton, Ind.

Shrike De Luxe Cleaners has been opened at Burlington, Mo., by Mr. and Mrs. Charles A. Shrike.

Mr. and Mrs. Manford E. Stein have purchased Huffm Cleaners, 305 College Ave., Mt. Vernon, Ind., from Carl W. Huffm. They will operate under the name of Stein Cleaners.

Oakley Cleaners, 2836 Oakley, Kansas City, Mo., has been re-opened under the management of Ted Trayford.



NORTH

EAST

Sixth Ave., Troy, N. Y. According to the owner, Joseph B. Nial, Jr., the loss was covered by insurance, and reconstruction of the plant would begin immediately.

Mr. and Mrs. Henry Pellegrini have taken over Hahn's Clean-

SAVE UP TO 50% on HANDLING COSTS . . . FREE BOOKLET SHOWS HOW!

CONTINURAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

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City _____ State _____

Name _____

Jobber _____

ers, 412 Beaver St., Sewickley, Pa. Henry A. and Richard D. Porco have filed a certificate for conduct of Swan Cleaners at 1522 Beechview Ave., Pittsburgh, Pa.

Mohawk Valley Dry Cleaners,
122 W. Main St., Frankfort, N. Y., has been sold by Thomas D'Ambrosia to Frank R. Scarano and Michael Cano.

Thomas L. Roof, president of Lorraine Cleaners, 288 Park Ave., Rutherford, N. J., has announced the purchase of United Cleaners, 12 Ames Ave. The business will be continued at that location as the third outlet of the Roof organization. The second Lorraine Cleaners store is in Jackson Center on Jackson Ave.

M. Klosowski & Son has announced completion of an addition to the cleaning plant at 37 Jackson St., Willimantic, Conn. The firm is operated by Michael F. Klosowski, who established the business in 1913, and his son, Frank J. Klosowski.

Milroy (Pa.) Dry Cleaners has been sold by Harold Brown to Jerry Kustaborder, Frank Crowder and Homer Foltz.

Herman Emmons and Clint Northrup have opened a drycleaning establishment on Main St., Interlaken, N. Y.

John Teeters has removed Teeters Cleaning to new premises at 139 Market St., Leechburg, Pa. Additional equipment has been installed.

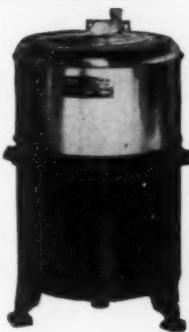
Louis E. and Hazel H. Lomasney have filed papers of incorporation for B & L Cleaners, Inc., 135 N. Washington St., North Attleboro, Mass.

A new drycleaning plant has been opened by David and Joseph Bocchino at 162 E. Poplar St., Ambler, Pa.

New England Cleaners, Millerston, N. Y., has been purchased by Ed Hersh and Milton Shatz from Albert Berger and James Hanlon.



MODERNIZED PLANT of Sawyer Cleaners, 34 Chestnut St., Oneonta, N. Y., has structural glass front on brick block; gray glass has maroon border, trucks are same light gray with maroon lettering, as is stationery. Plant was opened in February by NICD graduate Emory C. Sawyer



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The most efficient time
and money saving Ex-
tractor on the market.

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P-22 Hand Stapler

BETTER for fastening . . .

- Tags on garments
- Cardboard on hangers
- Tickets on bags
- And many other hard-to-get-at tasks



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- Hold 150 staples
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MCDONNELL No. 21

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This water feeder is especially designed for admitting required make-up water to receivers. It is made with three types of mounting flanges which fit existing openings in most tanks. Water is fed directly into tank as shown. Feeder is generously built for heavy-duty service. Stainless steel valve seats drip-tight against pressures up to 150 psi. Ask for capacity curves and service recommendations.

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Made in exact accordance with press manufacturers specifications.

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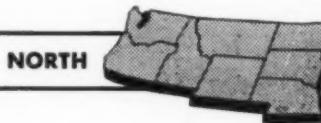
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

Owner Santos Francello recently held open house for the Admirals Cleaners at 2137 Morris Ave., Union, N. J. Moe Germansky has opened

Cleaners at 211 Main St., Saugerties, N. Y.

Fonda Drycleaning, owned by Douglass C. Fonda and managed by Wadsworth Ruediger, has opened a new plant at 1051 Cleaners, Cranston, R. I. Main St., Stamford, Conn.

NORTH



WEST



Depoe Bay (Ore.) Cleaners has been sold to Mr. and Mrs. Wayne Giles by Mr. and Mrs. A. E. Howard. George Eichenlaub of Bonnie Cleaners has been issued a permit to build a new cleaning plant on N. Fourth St., Douglas, Wyo.

Valley Cleaners, Dishman, Wash., has installed new finishing equipment. It was announced by Norm Fletcher, manager.

Wilma and Mick Mikkelsen, new owners of Franklin Cleaners, 3404 S. E. 50th Ave., Portland, Ore., have installed a ready-to-wear line.

Hart Cleaners, Cozad, Neb., has been sold by Mr. and Mrs. Wayne Hart to Francis Hunt.

City Cleaners, Burns, Ore., has been purchased by Mr. and Mrs. James Parker from Mr. and Mrs. Bill Mackay. The former owners will devote their full time to their Modern Laundry.

Parisian Cleaners has been opened by Ned and Bill Pilgrim in their new plant at 14 N. Washington St., Dillon, Mont.

Howard A. Johnston has moved his drycleaning plant from Carlton to Forest Grove, Ore., at the corner of Pacific Ave. and College Way. The plant has been named Pacific Drive-in Cleaners.

Richard Groener has purchased Artistic Cleaners, Derwey Bldg., Milwaukee, Ore., from Alfred Kupfer and John Popp. Mr. Kupfer was expecting a call to Army service.

Mr. and Mrs. Gordon Lanham, who recently purchased Millwood (Wash.) Cleaners, have had the premises remodeled.

A prize of \$100 has been offered local residents for a name for a new cleaning establishment opened at 231 Wells St., Renton, Wash., under the management of Mrs. Mary Arthur.

Avenue Cleaners has moved to new remodeled quarters at 1006 S. W. Jefferson St., Portland, Ore.

A drycleaning establishment has been opened at Monmouth, Ore., by Frank Wallace, who also operates a plant at Newberg.

Donaldson's City Cleaners has been opened at 227 Third St., Stayton, Ore., by Daryl and Fawn Donaldson, owners of Valet Cleaners in Salem.

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for Thirty-five Years

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NATIONAL FIRE INSURANCE EXCHANGE**
3820 Washington Boulevard, St. Louis 8, Missouri



Wiarton (Ont.) Dry Cleaners, owned by Mel Cramm, has moved to new and larger quarters.

G. Mooradian has been granted a permit to build a new plant to replace his present quarters at 95 Alfred St., Brantford, Ont.

Waite the Cleaners, 978 Third Ave. E., Owen Sound, Ont., has been purchased by Andrew Gamble. The firm was established 55 years ago by Henry Waite, and was later operated

by his sons, Charles A., who died in 1917, and William Waite, who left the firm after World War II. It had since been operated by Charles A. Waite.

Langleys Ltd. has been granted permission to build a small cleaning plant at 335 Eglinton Ave. W., Toronto, Ont.

A drycleaning plant has been opened at 164 Park Ave., E., Dunnville, Ont., by Robert Evans, a World War II veteran.

SOUTH EAST

Dickson's Dry Cleaners, Manning, S. C., has been sold by Warren B. Dickson to Harry V. Drayton, a veteran.

The plant of **Service Cleaners**, Fort Payne, Ala., was destroyed by a recent fire of undetermined origin.

A fire attributed to ignition of solvent fumes caused considerable damage at the plant of **Speedway Cleaners**, Barbourville, Ky. According to the owner, George Clark, who received minor burns, the equipment was partially insured but building and clothing were a complete loss.

Byrd's Cleaners, Mears, Va., has been purchased by three employees, Lynwood Darby, Walter Lescallete and Preston Davis.

Owen Cleaners has received NPA approval for building a drycleaning plant at 10th and Broadway, Paducah, Ky.

Quality Cleaners, owned by Robert Protheroe, has moved to a new plant at 702 Drew St., Clearwater, Fla.

Owner D. F. Moore has installed a new cleaning unit at Moore's Dry Cleaners, 402 E. Main St., Spartanburg, S. C. Moore's

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THE THOROUGHBREDS OF THE FIELD



Milnor Extractors are sturdily built to withstand the punishment demanded of an extractor by the laundry and dry cleaning industries. Many features make the rugged, dependable MILNOR EXTRACTORS the best for hard continuous use. Also available are 40, 48 and 60 inch models.

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MODEL 1W-25
25# Dry Weight Capacity

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50# Dry Weight Capacity



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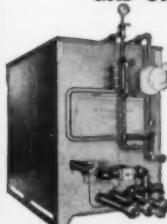


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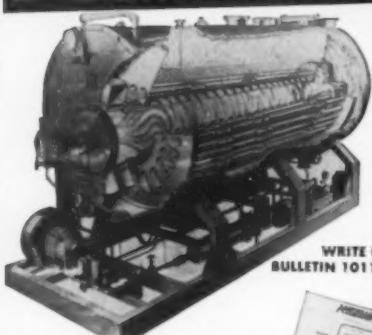
EXCLUSIVELY DESIGNED FOR GAS OR OIL FIRING



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Insurance Company
Montpelier
VERMONT

also operates plants at 260 E. Main St. and 114 Magnolia St. Richard Emmett has purchased the half interest of Ben Ely in East End Dry Cleaners, Middletown, Ky., and will operate the business with his partner, Schultz Fallon.

Wall's Sanitary Shop, a dry-cleaning firm owned by Harry P. Wall, has installed a new boiler at its South Boston, Va., plant.

William P. LaVelle has opened LaVelle Cleaners on Main Cross St., Warsaw, Ky.

P. E. Davis has purchased Alford (Fla.) Dry Cleaners and combined this operation with his other business in the Alford plant.

John and Paul Grubb have announced plans to open a dry-cleaning establishment in Aberdeen, Md.

Truman Younce and Tip Smith have leased the drycleaning plant of Superior Laundry Co., Norton, Va., which was closed on February 20 because of labor difficulties.

OBITUARIES

Maurice M. Bloom, Sr., 56, operator for 30 years of the Maurice M. Bloom Dry Cleaning Company at Meadville, Pennsylvania, died suddenly at his home in Saegerstown. A World War I veteran, Mr. Bloom was active in civic affairs. He was a member of the American Legion and the Elks. Mr. Bloom is survived by three daughters, six sons, two of them in the Army, and two sisters.

Calvin Boyd, 80, an industry pioneer and operator for over 50 years of the City Steam Laundry at Portsmouth, Virginia, died February 26. Well known as "Capt. Nick," Mr. Boyd for many years was an active member of the old Laundryowners National Association and of the Tri State Associations.

Max Hart, proprietor of Hart's Cleaners, Waterbury, Connecticut, died March 10 after a long illness. He was a member of a number of philanthropic and fraternal organizations. He is survived by his wife, three daughters and three brothers.

John O. Hiltman, 50, manager of the Wheat Products Sales Division of Keever Starch Company, Columbus, Ohio, died suddenly March 19. He collapsed at a Columbus hotel just as he finished a talk to the Toastmasters Club, in which he was an active member. Mr. Hiltman had been associated with the Keever Starch Company for 24 years in sales, product development and promotion work. He is survived by his wife and a son.

INTRODUCING!!

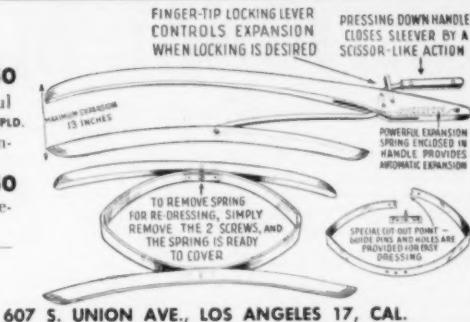
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MEETINGS SCHEDULED

May 6—Connecticut State Dry Cleaners Association, Annual Convention, Hotel Bond, Hartford.

May 10, 11 and 12—New Jersey Laundry and Cleaning Institute, Pennsylvania Laundryowners Association, Joint Convention, Traymore Hotel, Atlantic City, New Jersey.

May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Capital Hotel, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 17, 18 and 19—Missouri, Kansas, Iowa and Nebraska Laundry and Cleaning Associations, Four-State Convention, Lassen Hotel, Wichita, Kansas.

May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.

May 24, 25 and 26—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Longview, Washington.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

May 25 and 26—Minnesota Institute of Laundering and Cleaning, Annual Convention, St. Paul Hotel, St. Paul, Minnesota.

June 7, 8 and 9—California Drycleaners Association, Annual Convention, Fairmont Hotel, San Francisco.

August 11 and 12—NICD Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

September 17 and 18—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Chamberlin, Old Point Comfort.

October 19, 20 and 21—American Institute of Laundering, Annual Convention and Small Exhibit, Stevens Hotel, Chicago, Illinois.

October 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention, York.

November 24 and 25—Illinois State Cleaners and Dyers Association, Annual Convention, Pere Marquette Hotel, Peoria.

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CLEANING PLANTS—All sizes—locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4151-2

Modern Synthetic Drycleaning plant, near Detroit, Michigan, in college town. Doing over \$50,000 annually, all retail, 3-hour service at premium. Reputation second to none in area. Established 4 years ago, no equipment older than 4 years, ideal layout, unexcelled working conditions. \$20,000 down will handle. Long lease or will also sell the real estate. ADDRESS: Box 3932, NATIONAL CLEANER & DYER. -2

MODERN DRYCLEANING PLANT: Oldest established cleaning business in busy industrial town of 15,000 population. Middle Tennessee, approximately 15 miles from new Air Center. Located in center of business district, on main street. Doing approximately \$20,000 annually, increasing monthly; price \$11,500 including '48 Chevrolet sedan delivery truck in excellent condition. ADDRESS: Box 3933, NATIONAL CLEANER & DYER. -2

MODERN GARMENT DYEHOUSE—LOCATION BOSTON. Yearly gross \$15,000—\$20,000. PRICE \$11,500. ADDRESS: Box 3950, NATIONAL CLEANER & DYER. -2

Cleaning Plant—Large Western New York city. New building designed for cleaning plant. All machinery new and modern. 75% retail—\$100,000 with real estate but will give long-term lease if desired. \$28,000 required. ADDRESS: Box 3984, NATIONAL CLEANER & DYER. -2

For Sale: PLANT, 40x96, located in UPSTATE NEW YORK, surrounded by large industries and college. All new and up-to-date machinery, 2 trucks and new equipment. A gold mine for the right person. Due to bad health and doctor's orders, must leave town. Private deals, no real estate. For complete details write soon. Selling price is extremely low. ADDRESS: Box 3993, NATIONAL CLEANER & DYER. -2

FOR SALE: FULLY EQUIPPED MERCURY PLANT, SOUTHERN CALIFORNIA. GROSSING \$35,000. DRIVE-IN. 50% COUNTER, \$45,000 INCLUDING BUILDING AND APARTMENT. ADDRESS: Box 4014, NATIONAL CLEANER & DYER. -2

Established DRYCLEANING and FUR BUSINESS including vault. All modern equipment in renovated brick block. Gross business \$75,000. Upper New England Capital City. ADDRESS: Box 4039, NATIONAL CLEANER & DYER. -2

Modern equipped Solvent Plant in good West Texas oil town. Gross \$25,000 annually. Price: \$9,000. ADDRESS: Box 4041, NATIONAL CLEANER & DYER. -2

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Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

SMALL MODERN DRYCLEANING PLANT CENTRAL SOUTH FLORIDA town. Automatic Boiler. Good equipment. \$300 weekly volume. Can easily be increased. Owner has asthma, doctor recommends change of occupation. **PRICE \$6,000.** P.S. Good bathing—good fishing. **ADDRESS: Box 4052, NATIONAL CLEANER & DYER.** -2

CLEANING PLANT—OLD ESTABLISHED IN PHILADELPHIA. YEARLY GROSS OVER \$50,000. ALSO \$5,000 STORAGE BUSINESS. 140-F HOFFMAN UNIT, THREE PRESSES FULLY EQUIPPED. TWO TRUCKS ALL LESS THAN THREE YEARS OLD, WITH PROPERTY \$65,000—\$32,500 HANDLES. LONG LEASE. ALL RETAIL \$1.00 UP. ADDRESS: BOX 4059, NATIONAL CLEANER & DYER. -2

SOLVENT PLANT in Southern New York town. All new equipment, two trucks and routes. 1950 gross \$30,000, steadily increasing. Living quarters. Will sell complete or sell business and equipment and lease building. Priced for quick sale. **ADDRESS: Box 4065, NATIONAL CLEANER & DYER.** -2

Small modern cleaning plant, Southern Vermont. Established business, summer and winter resort town. Modern equipment and building with living quarters. Moderately priced. **ADDRESS: Box 4071, NATIONAL CLEANER & DYER.** -2

SOLVENT PLANT in fast growing town in ARIZONA doing \$12,000 yearly. Established 5 years ago. Will sell with building or business alone. **ADDRESS: BOX 4090, NATIONAL CLEANER & DYER.** -2

Most Modern Solvent Cleaning Plant in South Florida, East Coast. Strictly retail work—must be seen to be appreciated. Room for expansion. Property optional. **ADDRESS: Box 4102, NATIONAL CLEANER & DYER.** -2

Drycleaning Plant—City 35,000, Western Pennsylvania; sales \$20,000 year; modern equipped; rooms optional; price \$10,000. Apple Company, Brokers, Cleveland, Ohio. 4102-2

Drycleaning—West Virginia, over \$3,000 month, modern equipped; two trucks; rent \$100; price \$20,000. **APPLE COMPANY, BROKERS, CLEVELAND, OHIO.** 4105-2

Drycleaning Plant—Ohio City 18,000; sales \$43,000 year; modern equipped; complete plant; four trucks; employ thirteen; low overhead; long lease; fine for partners. Apple Company, Brokers, Cleveland, Ohio. 4106-2

MICHIGAN—Well equipped Synthetic Plant for sale. Valuable real estate. Located in heart of Sportsland. \$20,000 cash. Reason—death of owner. **ADDRESS: Box 4116, NATIONAL CLEANER & DYER.** -2

MODERN SOLVENT PLANT, doing \$30,000. Established 3 years. New equipment. Two step-in trucks, 29 miles from New York City, N. Y. **ADDRESS: Box 4119, NATIONAL CLEANER & DYER.** -2

Cleaning Plant for Sale in the fastest growing city in the United States. Complete with 4 routes. \$15,000 takes all. Established business and good income. Come and investigate. City Dry Cleaners, 219 Thompson, West Memphis, Arkansas. 4120-2

CLEANING PLANTS FOR SALE (Cont'd)

Old established, large cleaning and dyeing plant, located in Oklahoma City. Meder Realty Company, Hales Building, Oklahoma City, Okla. 4121-2

LIVE AND PROSPER IN ARIZONA'S IDEAL CLIMATE. PETROLEUM SOLVENT PLANT; LONG, LOW-RENT BUILDING LEASE, 6,000 POPULATION PLUS WILLIAMS AIR FORCE BASE, STABLE BUSINESS, TOP PRICES, NEW EQUIPMENT, TRUCK, \$25,000 LAST YEAR, OWNER RECALLED TO ARMED SERVICES. \$9,500 WILL HANDLE. WRITE BOX 836, CHANDLER, ARIZONA. 4125-2

PUEBLO, COLORADO: Drycleaning plant established 20 years. \$12,500 full price. Excellent lease. High net profit. Ill health reason for selling. Treasure Chest Realty, 9th & Main, Pueblo, Colorado. 4130-2

Modern Solvent Plant, fully equipped, new building. All equipment less than 4 years old, delivery truck 1949, all experienced help. Best town in Western Nebraska. Town of 20,000. ADDRESS: Box 4131, NATIONAL CLEANER & DYER. -2

FOR SALE: SOLVENT DRYCLEANING PLANT, CITY OF 50,000. LOCATED WESTERN PENNSYLVANIA. ESTABLISHED OVER 50 YEARS, STRICTLY RETAIL. YEARLY GROSS \$150,000. EQUIPMENT AND PROPERTY IN EXCELLENT CONDITION, PRICE \$85,000. WILL SELL ALL OR BUSINESS AND EQUIPMENT AND LEASE PROPERTY WITH OPTION TO BUY. OWNER RETIRING. ADDRESS: BOX 4053, NATIONAL CLEANER & DYER. -2

If you can give recommendation, you don't need cash money to buy this cleaning and laundry plant and apartment. Christensen Cleaners, Kimball, Nebraska. 4135-2

LONG-ESTABLISHED CLEANING AND DYEING BUSINESS FOR SALE. HAVE CLIENT DESIROUS OF DISPOSING OF LONG-ESTABLISHED BUSINESS WITH FULLY EQUIPPED PLANT, REAL ESTATE AND LUCRATIVE BRANCHES DOING A NATIONAL BUSINESS. ADDRESS: Box 4134, NATIONAL CLEANER & DYER. -2

SAN DIEGO is calling YOU, the Navy's clothes must be cared for. This large modern cleaning plant will help do the job, with the proper management. Doing \$35,000 business, and can be increased. Inquire now: AZTEC REALTY, 3605 Adams Avenue, San Diego, California. 4136-2

Drycleaning plant, synthetic. About \$500 weekly volume. Room for expansion. Excellent location. Rent \$60. Prices \$1.35-\$1.50. New boiler, 1950 panel truck. All equipment excellent to new. Will sacrifice for \$15,000. \$10,000 will handle. Exceptional buy. Advance Cleaners, 810 West Lodi Ave., Lodi, California. 4139-2

Solvent plant, fast growing section Virginia. Equipment excellent condition, four years old. Approximately \$37,000 yearly. Two late model trucks. Long lease. \$17,500. ADDRESS: BOX 4141, NATIONAL CLEANER & DYER. -2

Fine solvent plant in Central Arkansas in beautiful city of 60,000. Doing approximately \$35,000 annually. Lots of room for expansion. Best of equipment and building--both less than 4 years old. No unions, plenty plant help. Owner called back into Service. ADDRESS: BOX 4142, NATIONAL CLEANER & DYER. -2

140-F Solvent Plant grossing \$10,000. Hoffman Cleaning Unit, all equipment like new. No competition. Cash and carry. \$1.15 and up. \$7,000 or best offer. Cloverdale Cleaners, Cloverdale, Indiana. 4146-2

FUR STORAGE PLANT. One of finest in New York City area. Capacity over 100,000 coats; occupying 50,000 square feet; includes large fur cleaning plant. Gross business over \$200,000, operates 6 months only. Contracts with large department stores. First time offered for sale, DAVID JARET COMPANY, Established over 28 years. 150 Montague St., Brooklyn, N. Y. Tel.: ULster 2-5600. 4147-2

ONE OF THE BEST RETAIL SYNTHETIC CLEANING AND LAUNDRY ESTABLISHMENTS IN MID-MANHATTAN NEW YORK. (PLANT JUST REBUILT, ONE STORE, ONE TRUCK.) GROSSING \$150,000. EQUIPPED FOR DOUBLE AMOUNT. OFFERED FOR SALE FOR FIRST TIME. OWNERS RETIRING. EXCELLENT OPPORTUNITY FOR A COUPLE OF YOUNG EXPERIENCED OPERATORS. CASH REQUIRED ABOUT \$50,000. PRINCIPALS ONLY. ADDRESS: BOX 4148, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

DRYCLEANING AND LAUNDRY BUSINESS for sale. Located Southern Michigan. Population 30,000. Volume \$165,000 per year. Well established and profitable. **APPLE-COLE COMPANY**, 53 West Jackson, Chicago, Illinois, HArrison 7-5590. 4152-2

I am not sick—I want to retire. Synthetic drycleaning plant, the show-place of New York State, "so they say." In business 26 years. This equipment 2 years old. Doing over \$100,000 per year. Retail only. Prices \$1.25 and up. 60% cash and carry. Asking \$125,000—Terms—Long-term lease. Do not reply unless financial references will bear strict investigation. No Brokers. Write Box 4153, **NATIONAL CLEANER & DYER**. -2

Drycleaning Plant—**INDIANA**. Modern newly equipped, 140-F Solvent Plant; retail store; city 43,000; employ seven; excellent location; sell complete with property; price \$19,000. Apple Company, Brokers, Cleveland, Ohio. 4160-2

Excellent opportunity for man and wife. Solvent plant, north central New Mexico, for sale on terms or lease to reliable experienced operator. **ADDRESS: BOX 4161, NATIONAL CLEANER & DYER**. -2

FOR SALE: Modern Drycleaning Plant, established over 30 years. Good prices. Concrete building, for storage. Will sell business on contract—long lease on building. **ADDRESS: Box 4162, NATIONAL CLEANER & DYER**. -2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3018. 873-1

WANTED TO LEASE

WANTED TO LEASE WITH OPTION TO BUY: MODERN DRYCLEANING PLANT IN GOOD LOCATION. CITY OVER 10,000 POPULATION DESIRED. ADDRESS: BOX 4114, NATIONAL CLEANER & DYER. -17

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PARTNERSHIP WANTED in established business. Have small cash with excellent profitable drycleaning capabilities. College education. **ADDRESS:** Box 4137, **NATIONAL CLEANER & Dyer.** -9

TRAINING SCHOOLS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. Empire Institute of Tailoring, 442 E. 5th St., Hazleton, Penna. 3974-15

SITUATIONS WANTED

Could you use good **DEPENDABLE WORKING PRODUCTION SUPERINTENDENT** training help in all departments? First-class silk spotter can save you complaints and supply costs; 25 years' experience, age 46, married, one child school age. Will send photograph and references. State living conditions. Top man for top job with top salary. Prefer California. **ADDRESS:** Box 3983, **NATIONAL CLEANER & Dyer.** -5

SALES MANAGER or ASSISTANT to SALES MANAGER. Seven years of wide and varied experience in chain drycleaning field. Fully conversant with all phases of store control, sales training, personnel, and sales promotion. **ADDRESS:** Box 4093, **NATIONAL CLEANER & Dyer.** -5

SALES MANAGER one concern twenty years. Excellent record of increased sales laundry and drycleaning, destined of making change. Destination no object. Finest references as to ability and honesty. **ADDRESS:** Box 4109, **NATIONAL CLEANER & Dyer.** -5

MANAGEMENT TEAM: Cleaning and Laundry Plant. Husband: Plant and Production Superintendent. Wife: Personnel and Sales Supervision. 15 years experience ranges from management of ultra quality plants, to 30-unit chain with half million dollar annual volume. Assume complete responsibility, train new help, initiate sales campaigns. College-trained Veteran, no children, free to travel, available June. **ADDRESS:** Box 4111, **NATIONAL CLEANER & Dyer.** -5

MANAGER or SUPERINTENDENT: AVAILABLE. Forty-nine years of age. Twenty-five years experience in the cleaning industry including supervision and plant management. Thorough knowledge of costs and productive methods. **ADDRESS:** Box 4127, **NATIONAL CLEANER & Dyer.** -5

SILK SPOTTER: Capable of assuming responsibility and training of help. 25 years experience cleaning and spotting. Prefer petroleum solvent type plant. Available. **ADDRESS:** Box 4128, **NATIONAL CLEANER & Dyer.** -5

Salesman-technical, would like to make a change, now traveling the Southern territory as a field man for a soap manufacturer calling on laundry, drycleaners and jobbers. Have 25 years experience in the drycleaning business. What have you to offer? Please write: Box 4133, **NATIONAL CLEANER & Dyer.** -5

FIRST-CLASS SILK SPOTTER and CLEANER, wants position with reliable concern. 30 years experience, 12 years with one concern, 8 years as plant superintendent, age 45. Can furnish the best of reference. Write or wire JAMES K. RORIE, 300 South Monroe, Sturgis, Michigan. 4138-5

Expert silk spotter, thoroughly experienced in handling evening gowns and wedding gowns. Capable of managing plant. Prefer New York or New Jersey, \$85.00 a week. Address: P. O. Box 265, White Springs, Fla. 4152-5

Working Superintendent, good reliable all around man. Capable of training employees, knows and understands machinery, wishes position in South America or South Pacific. Will sign contract. A. M. Fusing, 511 W. 7th, Joplin, Missouri. 4165-5

DRYCLEANING MANAGER and former **PLANT OWNER** for 12 years. 15 years experience in **SOUTH.** All around man, age 40, married, sober, dependable, N.I.C.D. Very best of references. Will accept full responsibility or carry instructions. Capable of handling white or colored help, production or quality plant. Available in two weeks. **ADDRESS:** Box 4164, **NATIONAL CLEANER & Dyer.** -5

HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. **ADDRESS:** Box 3930, **NATIONAL CLEANER & Dyer.** -7

EXPERIENCED WORKING MANAGER to assist Superintendent of quality drycleaning plant with a view to taking over complete management within few years and possible interest in business. Metropolitan New York City area. Excellent opportunity for man with initiative and intelligence. Replies held strictly confidential. Give full details in first letter. **ADDRESS:** Box 4013, **NATIONAL CLEANER & Dyer.** -7

SPOTTER and ASSISTANT MANAGER: Sanitone Plant in business forty years. A lifetime job. Give full information, including age, salary, experience. F. M. Herfurth, Box 137, Hopkinsville, Ky. 4074-7

DRYCLEANER AND SPOTTER: Quality essential. Over draft age. Medium-size petroleum solvent retail plant. State qualifications, references and salary expected. Verbeyst Cleaners, Tulane Street, Princeton, N. J. 4075-7

PRODUCTION MAN FOR WHOLESALE CLEANING PLANT. MUST BE EXPERIENCED. FANCY SPOTTER. ATTRACTIVE SALARY. EXCELLENT OPPORTUNITY FOR RIGHT MAN. **ADDRESS:** Box 4092, **NATIONAL CLEANER & Dyer.** -7

All-around man—quality only—steady. State experience, Albany, New York. **ADDRESS:** Box 4108, **NATIONAL CLEANER & Dyer.** -7

Drycleaning Superintendent: For modern, medium-sized, drive-in Cleaning Plant. Must be experienced, capable of training employees and producing top quality production. State age, salary and experience. All replies will be held strictly confidential. Apply: Dover Laundry & Dry Cleaners, Inc., Dover, Delaware. 4123-7

Skilled presser, quality only, steady position for sober, reliable man. Albany, N. Y. **ADDRESS:** BOX 4145, **NATIONAL CLEANER & Dyer.** -7

DRYCLEANING SUPERVISOR: We are looking for an energetic young man for supervisory work in our drycleaning department. Must be thoroughly experienced and able to train in all phases of the business. This position will pay well now and has an excellent opportunity for the future. Crescent Laundry and Cleaning Co., 1215 Harrison Street, Davenport, Iowa. 4144-7

Spotter Wanted: Experience necessary. Reference desired. Phone 128—Brookneal Cleaners, Brookneal, Virginia. 4151-7

WORKING SUPERINTENDENT for an exclusive quality 40 year old cleaning plant now in new building with new equipment. Rare opportunity for an experienced, capable man to take full charge of finishing department employing about 40 people. Must know every phase of cleaning work; supervise and instruct in finishing, spotting, etc. Top salary and secure future for right man. Explain in detail, experience, age, family and photograph. Central Illinois location. **ADDRESS:** Box 4163, **NATIONAL CLEANER & Dyer.** -7

FURS, REPAIR & REMODELING SERVICE

WE GOT A LITTLE TIRED of being cramped for space, so we moved again, this time into a plant which will be large enough for all the fur work our drycleaner friends have been sending us, and, we hope, will continue to send us. Our **FUR SERVICES TO YOU** remain the same: **REPAIRS AND REMODELS** to order. **FUR CONVERSIONS** from our own plant, **PURCHASES AND REPRESENTATION** on commission, plus expert **CONSULTATION** service. Come up and see us when you're in New York. Our **NEW BOOKLET** will be off the press this month. Write for it to **DAVID G. KAPLAN, c/o KATR FURS** (the cleaners and dyers fur service), 8th Floor, 146 West 29th Street, New York City, CH-4-0093. 3961-34

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

SALESMEN: WE HAVE THREE FAST-MOVING CHEMICAL SPECIALTIES for salesmen calling on Drycleaners. Here is an opportunity to add to your line with three products that will not compete with what you are now handling. These are fast-moving repeat items with repeat commissions, manufactured by leading chemical company. ADDRESS: Box 3824, NATIONAL CLEANER & DYER. -14

SALESMEN with following drycleaning trade. We have highest NICD rated product of its type in field. Cleaners need this product. Our full-time salesmen earning \$5,000 to \$15,000 net. Some jobber salesmen carry product as sideline earning \$5,000. Liberal commissions. Protected territory. Possibility your territories still open. Replies kept confidential. Write in detail. Crossland Mfg. Co., 2294 Albion Street, Toledo 6, Ohio. 4122-14

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, Rahns, Pennsylvania.** 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

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A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAIL INDEX. ORDER ONE NOW. PRICE \$3.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-8

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ELBOW AND KNEE PATCHES SUEDELEATHER \$4 per dozen pairs, **KNITTED CUFFS** \$3.00 per dozen pairs, knitted bottoms, all kinds of buttons, ask for price list. **NASSAU NOTIONHOUSE, NASSAU, NEW YORK.** 3948-8

COMMON SENSE INCENTIVES for the small plant. A new book written for drycleaners by two drycleaners. Better plant operation. Lower productive labor cost. Easy to understand. Work sheets, piece rates, etc., illustrated and explained. Price \$5.00 cash or COD. Order from Common Sense Incentives, Post Office Box 562 A, Sheboygan, Wisconsin. 4038-8

Free sample of **DIGESTIT**, a concentrated, quick acting digestive agent, sent on request. You will probably save \$2.00 to \$3.00 per pound by using **DIGESTIT**. Riverside Manufacturing Company, 4919 Connecticut St., St. Louis 9, Mo. 4084-8

FLAMEPROOFING CHEMICALS: Q R S Chemicals are different. Treated fabrics look and feel the same as untreated fabrics. Write for free catalog. **Q R S NEON CORPORATION, Chemical Division, 170 North Halstead, Pasadena 8, California.** 4112-8

Free sample of **WETSPOT** sent on request. **WETSPOT** is an outstanding paint, oil, and grease remover for use in wet spotting or wet scouring. Removes many other stains including shoe polish and grime around cuffs and pockets. Send for your working sample today. **Riverside Manufacturing Co., 4919 Connecticut Street, St. Louis 9, Missouri.** 4129-8

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FUR STORAGE VAULTS

FUR STORAGE VAULTS bought and sold. Exclusive and Confidential listings. All locations. 100% propositions. Frank Deutscher, 16 Court Street, Brooklyn 2, New York. PR 2-1332. 4062-21

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One New 25 H.P. Cyclotherm oil-burning boiler complete with automatic feed and condensate return units. Used one month. Waterville Textile Mills, Waterville, New York. 3971-36

20 HORSEPOWER CYCLOTHERM STEAM GENERATOR, LESS THAN 4 YEARS OLD. VERDICCHIO CLEANERS, MECHANICVILLE, N. Y. 4040-36

FOR SALE: 5 H.P. gas-fired horizontal, completely packaged, insulated KISCO BOILER in TOP condition with complete automatic controls. Real buy at \$295 F.O.B. Reason for selling-needed larger boiler. Write: Jayhawk Cleaners, 626 West 9th St., Lawrence, Kansas. 4143-36

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REBUILT TO WEAR WITHOUT REPAIR. Complete dry-cleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. Tel. EV-9-6585. 832-4

For Drycleaning-Laundry Machinery try **KEEL COMPANY**, 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

Drycleaning Washer, Hoffman 36x54", also 36x64", 42x64", rebuilt like new. **BARGAIN PRICES.** Send for full details: **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. Stillwell 6-6666. 2828-4

Extractors, 48", Amico, open top, late type, rebuilt like new, \$1,595; also 30", 28", 26" and 20" at **BARGAIN PRICES.** **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. Stillwell 6-6666. 2827-4

Filters, 5,000-gallon Hoffman, automatic scraper, Monel metal screens, practically new. **BARGAIN PRICE \$895;** also available 2,000, 1,000 gallon. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-16 22nd St., Long Island City 1, N. Y. Stillwell 6-6666. 2828-4

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Prosperity 6A; Sec; Columbia, Band Box, Mercury, and miscellaneous Petroleum equipment for sale at attractive prices. All in operating condition. **Martin Equipment Corporation**, 785 Hertel Avenue, Buffalo 7, N. Y. 3618-4

Prosperity 6A latest type, fully automatic Synthetic Unit, used less than 2 years. Can be seen in operation. Priced reasonable; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CORP.**, 245 Huron St., Brooklyn, N. Y. Tel. EV-9-6585. 3917-4

PROSPERITY 3B UNITS (2). ONE IS 55-POUND OPEN POCKET AND THE OTHER IS 50-POUND Y POCKET WITH FILTER AND STILL. BOTH ARE IN EXCELLENT CONDITION AND DAILY USE. **NEILD CLEANERS**, 2205 N. CHARLES STREET, BALTIMORE 18, MARYLAND. 3940-4

FOR SALE: National Electric Marking Machine, automatic marker attachment, 4-8 power, 18 pt. type, complete with pedestal, 110 volt, 60 watt, single phase a.c. motor. Write to: Hampton Cleaners, 5841 Chippewa Ave., St. Louis 9, Missouri. 4020-4

One New Model 32 Vic Special Perchloroethylene Drycleaning Machine with 5 drums Perchloroethylene, for the list price of the machine only. More solvent available at list price. Davis Cleaners, Inc., 2835 Northwestern Avenue, Indianapolis 23, Indiana. 4096-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Tel. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 3607-4

TWO LATE-MODEL PANTEX SLEEVERS, AIR-DRIVEN \$300 EACH, equipped with automatic timers. 1921 Fair Park Boulevard, Little Rock, Arkansas. 3995-4

One G-Single Columbia Unit. One 7 H.P. McKee gas boiler with return complete. One 7 H.P. Hamburg coal fire boiler, new tubes, new grates. One Worthington steam pump. One 42 x 54" motor driven Cascade American Laundry metal washer. Two 45 Pantex wool presses. One 45 Singer wool press. Milton's, Allentown, Pa. 4078-4

MERCURY DRYCLEANING UNIT, THREE YEARS OLD, EXCELLENT CONDITION. PRICE \$1,500. ADDRESS: Box 4103, NATIONAL CLEANER & DYER -4

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BUTLER STILL-Late Model, complete with motor-driven pump, capacity 200 gals. per hour, \$300. 4-54 x 70" ZEPHYR WASHERS, motor driven, Explosion-proof motors, \$750, each. 2-60" ZEPHYR EXTRACTORS, Explosion-proof, motor driven, open top, \$1750 each. All in very good condition. Lichtenstein Gen'l. Dry Cleaners Corp. 808 E. 139th St., Bronx, N. Y. MOTT Haven 9-0470. 4115-4

FOR SALE, 6 BISHOP SORTING REELS, \$100 each. White Wet Wash Laundry, Inc., Huntington 1, W. Va. 4117-4

HOFFMAN GREYHOUND (DE-LUXE) 140-F DOUBLE UNIT, 2-30 x 48" WASHERS, ETC. 3½ YEARS OLD. PERFECT CONDITION. SELECT CLEANERS, 12 E. WISTER ST., PHILADELPHIA 44, PA. 4118-4

Drycleaning unit, synthetic NEW PERK 40-model B with still, like new. Immediate delivery. ADDRESS: Box 4124, NATIONAL CLEANER & DYER. -4

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ONE PANTEX DRYCLEANING UNIT, 30 x 30" Washer, Extractor, Filter, Still, Pumps, 2 Storage Tanks, motor driven. Very good condition. \$1,500. State Cleaners, 128 State St., Springfield, Mass. 4140-4

For Sale: One PROSPERITY four-girl SHIRT UNIT, practically new. Reply: Laundry Specialties, 63 Broadway, Norwalk, Conn. 4149-4

Wire Garment Hanger Machine and Cutter for sale (New) \$7,500. Robert Otness, 5341 Clinton Ave., Minneapolis, Minn. 4150-4

Drycleaning Equipment—2 years old like new. 160 lb. KEN DDZ cleaning machine fully automatic; Hoffman X, Suzie Q, Singer sewing machine. Latest Prosperity 2-girl shirt unit. Steam iron and tables. Baskets, fans and many other items. Can be bought for less than half cost. Supreme Laundry, 401 East 69th St., New York 21, N. Y. 4155-4

FOR SALE: National Electric Automatic Marking Machine, Model 4-8, complete with pedestal and tag cutter attachment, in perfect condition. Will sacrifice. Write: Renofab Process Corporation, 507 E. 120th St., New York 35, N. Y. Tel. ATwater 9-1800. 4156-4

MERCURY CLEANING UNIT, 3 years old, in excellent shape. A. G. Vara & Son, 53 Clark Street, Hamburg, N. Y. 4159-4

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16,517 paid to read The NATIONAL

That's the average number of subscribers per issue of THE NATIONAL CLEANER & DYER during the second six months of 1950, according to the semi-annual ABC publishers' statement recently issued by the Audit Bureau of Circulations.

That total represents an increase of 548 over the first six months of 1950; an increase of 1,062 over the preceding year.

Verified drycleaning subscribers totalled 14,112; jobbers and distributors, 454; miscellaneous, which includes press shops, 722; and awaiting classification were 428.

An ABC publication must be interesting to readers in order to exist. The mere fact that THE NATIONAL today has the greatest paid circulation in its history, a greater paid circulation than all other papers in the field combined, is proof of the high level of interest and readership invested in its editorial and advertising columns.

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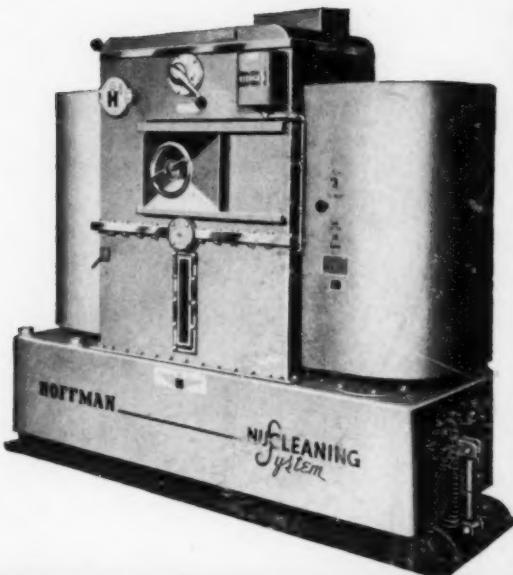
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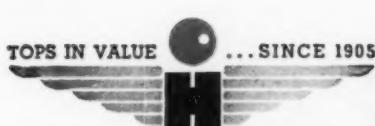
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U. S. HOFFMAN MACHINERY CORP.

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